

February / 1955

The reporter of

# Direct Mail

A D V E R T I S I N G



# TAKE THE *direct* ROAD

... to YOUR Customers  
without Detour

**No Waste  
Experiment**  
thousands upon thousands  
of satisfied Ponton Lists-  
users attest to results

**No Waste  
Circulation**  
addressed directly to  
specific names  
for good reasons

**No Waste  
Expenditure**  
every name a "live"  
prospect, constantly  
counter-checked



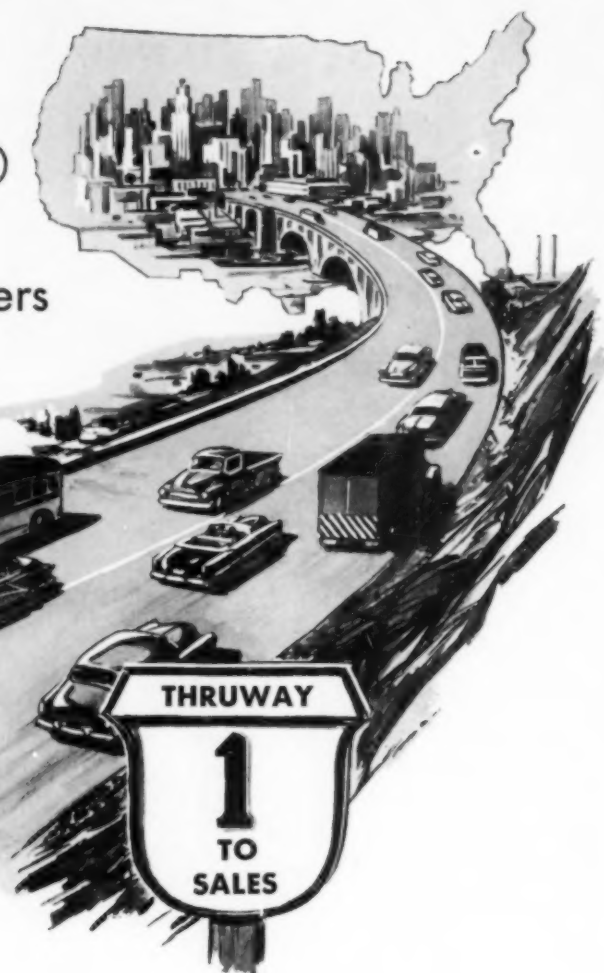
## PONTON

...knows Your Prospects... **by name!**

**WRITE FOR FREE CATALOG!**

W. S. PONTON, Inc. 50 E. 42 St.  
New York 17, N. Y. MUrray Hill 7-5311

Prod. Plant—44 Honeck St., Englewood, N. J.  
Phone: ENglewood 4-5200

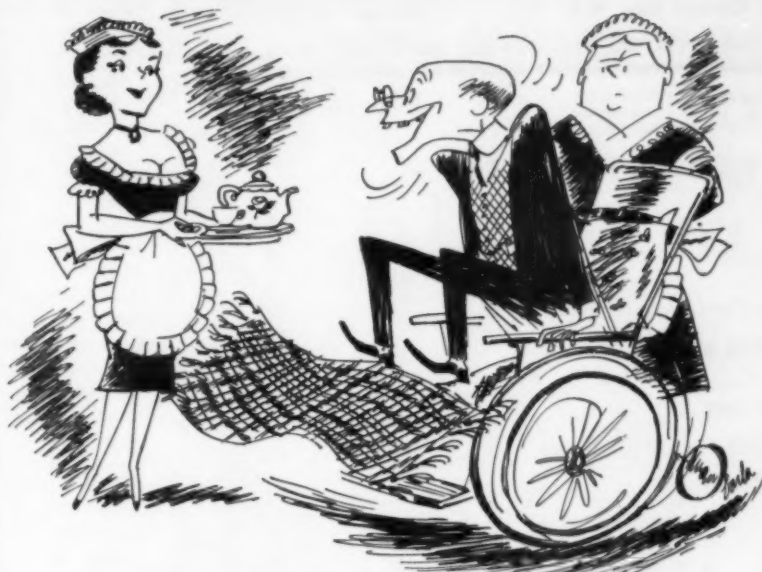


On the highway to results You have easy riding when you address your prospect *directly*—by name. The only media vehicle that follows this route is, "Direct Mail."

Along this name-paved way you'll pass competitors with slower methods. A letter is the "one way" to get there without hitting a "dead end" street.

The name on the letter is carefully chosen for this particular product, service . . . need . . . offer, part of a well-planned campaign to assure interest. Chosen from a Ponton custom-compiled list, backed by Ponton research which verifies each name to be up-to-date "live." Pick any combination of names from the hundreds of possibilities in the catalog. Ponton's complete service of inserting, folding, mailing acts like your direct mail dept. Names on list forms, gummed labels, cards — or on your own mailing piece.

**DIRECT (mail) CONTACT MEANS DIRECT (sale) RESULT!**



## LOOKS MAKE SOME DIFFERENCE

When you want to attract attention — *and* interest — good looks count.

If your duplicating machine has been turning out dim, smeared or sloppy work, you may be having paper trouble — here's a suggestion.

There's an Eastern paper especially engineered for the type of machine you have. That means it has the best finish, the proper bulk, the exact amount of sizing necessary to produce clear, clean, sharp impressions *all the way through the run.*

Next time use *the special paper Eastern makes for your machine.* Any of the following papers will prove our point — result in good looks — and looks make *some* difference:

Atlantic Bond, Atlantic Duplicator, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Bond, Manifest Mimeo Bond, Manifest Duplicator.

For sample sheets or packets ask your local Eastern paper merchant or write Eastern Corporation, Bangor, Maine.



use  
**ATLANTIC BOND** *Business* PAPER

MADE BY EASTERN CORPORATION • BANGOR, MAINE



The reporter of

# Direct Mail

A D V E R T I S I N G

224 Seventh Street, Garden City, N.Y.

Pioneer 6-1837

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 17 Number 10

February, 1955

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Henry Hoke  
Editor and Publisher

M. L. Strutzenberg  
Business Manager

Henry Hoke, Jr.  
Advertising Manager

Dudley Lufkin  
Field Editor

F. Stern  
Circulation

H. L. Mitchell  
Western Advertising Manager

The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, at Garden City, New York. Subscription price is \$6.00 a year. Re-entered as second class matter at Post Office at Garden City, New York, under the act of March 3, 1897. Copyright 1955 by Henry Hoke. Western Sales Office: H. L. Mitchell & Associates, 3087 Saturn Avenue, Huntington Park, California, Lafayette 4668.

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

## COVER STORY:

### SALUTE TO A RETAIL DIRECT MAIL BOOSTER

The distinguished-looking gentleman on our cover this month is named Lester Harrison. We think you'll agree he deserves this page-one tribute.

Over the years there have been a number of worthwhile articles written and talks given about the nuts and bolts of successful direct mail for the retail field. A good deal of them can be found in past issues of *The Reporter*. (Howard Mark's *Why Direct Mail For Department Stores* (February, 1953) and Harold Freedlander's *Does Direct Mail Pay For Smaller Stores?* (March, 1953) were two.) But the trouble has been . . . there were too few of them.

Generally speaking, an abundance of sound direct mail information for retailers up to now has been a hard item to find. Retail meetings have devoted some attention to direct mail. But not enough. Small and medium-sized stores, satisfied with their newspaper results, weren't too interested in direct mail. Big stores, using direct mail in a big way, were often reluctant to share their information.

Now . . . the picture has changed.

Spearheaded by Lester Harrison and a hand-full of other experts, retail direct mail interest is coming of age. Lester is president of Lester Harrison, Inc., 341 Madison Ave., N. Y. C., largest retail catalog agency in the U.S. In addition to producing and merchandising Spring, Back-to-School, Christmas and other catalogs for some of the finest stores in the country (more than 10,000,000 catalogs for 66 stores last year) . . . Mr. Harrison is also the guiding light for Harrison Services, Inc., an organization specializing in all types of retail direct mail produced in a four story building at 115 E. 31st St., N. Y. C.

While guiding Lester Harrison, Inc., with his right hand, and Harrison Services, Inc., with his left, Lester is in the middle of a full-time personal crusade to spread the direct mail gospel to all retailers. Although he's been plugging direct mail nearly all his life, the big crusade really started last year with the opening of Harrison Services. Manufacturers who supplied merchandise for Lester's department store catalogs realized he had the perfect "know how" for producing all advertising on the retail level. Lester knew it too, so he broadened his scope by establishing the new organization and developed what he calls: "The



Power Plan": a comprehensive tie-up of all elements of planning, merchandising and creation which makes for a successful manufacturer-sponsored direct mail campaign for department stores.

To introduce the idea, Lester staged a three-day retail direct mail conference in Bermuda . . . flying in some of the country's leading manufacturers and retailers. It clicked . . . and a year later there are fifty of the largest department stores and manufacturers using Harrison Services for development of everything from statement stuffers to five-color catalogs.

Lester's latest effort was to assemble more than 100 department store presidents, publicity directors, advertising managers and other retail executives at New York's Hotel Pierre on January 10th for the first in a series of Harrison-sponsored "Direct Mail Symposiums for Retailers". Led by five top-notch speakers, the symposium was one of the best direct mail meetings to come along in a long while . . . so we're giving it the lead-article slot in this issue of *The Reporter*. It's impossible to print all of the advice offered by the five experts, so we've edited each talk to the essentials. Even so, the condensed subjects still make *must reading* for all retailers. Be sure to read the symposium on page 16.

Born in New York, Lester Harrison started his advertising career in a one-room bedroom studio where he created special direct mail assignments for advertisers. That was 31 years ago. Today, he employs 40 creative staffers and spends most of his time traveling around the country to counsel retailers and spread the direct mail gospel. As a Billy Graham of retail direct mail, he probably spends more time on an airplane than most advertising men do on commuter trains. A packed bag is kept in his office at all times . . . ready for a hurry-up call from retailers anywhere. He keeps in constant touch with his clients, even to the extent of installing a phone in his car which he uses back and forth from his two offices in New York and his home in Hewlett Bay Park, L. I.

One of his recent jaunts was to Chicago the day following the Hotel Pierre symposium. There, he delivered the best talk at the National Retail Advertising Conference and called on a bevy of retailers. Which is not unusual for Lester. He covered a record 17 cities in 8 days on one trip.

When he manages to find time (?), Lester likes to take in eighteen holes of golf at Long Island's Inwood Country Club or the Woodmont Country

# PENINSULAR PAPERS

## GIVE YOUR BOOKLETS A FEEL OF SPANISH LEATHER



### Use Zamora Cover . . .

It's a stock of deep texture.

Unusual. Distinctive. It's a specialty you should know about for the day you want a DIFFERENT look and feel to an important catalog, booklet or sales presentation.

Zamora Cover will make a striking mailing card . . . will focus attention to the return card in your mailing. Zamora Cover is made in one weight, in eleven sparkling colors and white.

A Zamora sample book is yours for the asking.



### PENINSULAR PAPER COMPANY • YPSILANTI, MICHIGAN

Please send a Zamora sample book for my idea file . . . plus a list of merchants near me who will supply sample sheets and dummies. Am also interested in seeing ( ) Tuscan Cover ( ) Pab Cover ( ) Duplex Cover.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

***"Reply-O-Letter has helped  
me tell the same story to  
the same list of prospects  
for more than 18 years!"***



says

**ALBERT MARMON,**  
Sales Manager, Neon Division,  
BROADWAY MAINTENANCE CORP.

"My division sells a neon sign maintenance service to retailers, and I have always endeavored to "sweeten up" our salesmen's work week by supplying them with well qualified inquiries through direct mail.

"However, the problem of telling the story a little differently each month, year after year, is a stupendous one. I'm sure we'd never have been able to do it without the help of the Reply-O people. They understand our needs and seem to have an inexhaustible supply of ideas. It's a pleasure to work with them."

***the  
reply-o-letter***



write for

**FREE BOOKLET**

We invite tests of 5,000 to 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

**THE REPLY-O PRODUCTS CO.**  
7 Central Park West  
New York 23, N. Y.

Sales Offices: Boston • Chicago  
Cleveland • Detroit • Toronto

Club in Washington, D. C., where he is a member of both. His other hobbies include playing the organ and planning his new baby: a winter home in Phoenix, Arizona. He's married and has three children: Margo, 7; Joan, 14; and John, 19, who's a student at Dartmouth.

Lester has won a number of awards during his long-time direct mail career . . . among them the Gold Medal for the finest black and white advertisement in the United States for 1953. But his greatest reward of all is seeing the fruits of his personal crusade—retail direct mail interest on the increase. That is why, we think he deserves a *Reporter* front cover salute.

**A SEMINAR ON  
INDUSTRIAL D. M.**

The Eastern Industrial Advertisers conducted an interesting seminar devoted to direct mail in Philadelphia on January 11. This reporter enjoyed participating as a co-moderator with Ed Mayer of James Gray, Inc. Each section was limited to 16 advertising managers. It was a long, hard day from 9:30 a.m. to 5 p.m. But we found out one thing for sure: Industrial admen are really getting their teeth into direct mail. And they are trying to find all the answers.

Very useful in the day-long discussion was the outline developed for the September 1954 feature study — *How to Think About Industrial Direct Mail*. We can recommend it for future industrial direct mail seminars.

The six most important problems faced by industrial advertisers are: (1) Management acceptance of direct mail; (2) analysis and planning of direct mail program; (3) list building and control; (4) functions and formats; (5) copy; and (6) handling (which concerns all the relationships between management, advertising department, agency, salesmen, distributors and ultimate customers).

We would like to see more of these seminars conducted all around the country.

**A SYLLABUS FOR  
LETTER WRITERS**

We mentioned briefly last month attending the Washington annual convention of the American Business Writing Assn. One of the interesting highlights was the first presentation of a brand new syllabus for a business

letterwriting course. Jessamon Dawe, of the University of Texas, was the chairman of a committee which has been working for a number of years along with teachers from many schools.

The outline is 37 pages long and represents a whale of a lot of work and intensive research. There may be a few changes before it gets into final form, but it should be extremely valuable to all teachers of letterwriting and especially to correspondence supervisors in commercial organization.

The final syllabus will be available to all members of ABWA. Membership is open not only to teachers but to commercial organizations interested in better letters. The membership fee is ridiculously low — \$3 a year. The monthly bulletins alone are worth much more than that.

If interested write to the secretary of the Assn. — C. R. Anderson, 101 David Kinley Hall, University of Illinois, Urbana, Illinois.

## A STUDY OF THE MAIL

**Reporter's Note:** You'll enjoy this short editorial by Bill Feather (THE Bill Feather of Cleveland).

I get tired of reading about what some writers call junk mail. Mail addressed to Patron has now been discontinued, but everybody continues as before to get addressed envelopes that contain advertising. Without this, most of us would get no mail, except bills.

This is Saturday and I am home. What follows is a report of today's mail:

- A postcard from Brooks Brothers announcing a local showing. (Useful information).
- A bill for \$12 from Higbee's, a department store.
- A personal letter, enclosing a clipping, written on the stationery of the Anglers' Club of New York, 101 Broad Street.
- A Reader's Digest offer of the current volume of its condensed Books for 10¢ (Good buy).
- A circular and request to reserve rooms at the Esquire Hotel, Fort Lauderdale, Florida. (Have other plans).
- A processed letter and circular advertising the Lee Duo-Thermy for \$23.50, with free trial. (I may buy it).
- Small mail-order catalogue from Mrs. Dorothy Damar, Newark, N. J. (Ordered 3-minute sand glass and slab of foam rubber for guest bed).
- Copy of New York Journal-American for which I subscribe.

Receipt and examination of this mail was a nice break in a quiet, unoccupied morning.



**MORE COPIES, BRIGHTER COPIES with**

## Hammermill's Blue-White Duplicating Papers

**for mimeographing and spirit duplicating**

**Y**OU get more copies, blue-white brighter copies, with Hammermill duplicating papers. Your printer can supply them, help you select the best one for your mimeographing or spirit duplicating job. And his ideas on colorful printed headings can make your duplicated messages even more impressive. See your printer soon. Meanwhile, write on your business letterhead for free samples and for copies of our helpful idea-books "Duplicator Facts" and "Better Stencil Copies": Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pennsylvania.

**HAMMERMILL MIMEO-BOND** GIVES UP TO 5,000 SHARP COPIES FROM 1 STENCIL—and the 5,000th will compare in clearness with the first! Exclusive air-cushion surface absorbs mimeo inks more rapidly, cushions sheets as they pile up so there's no smudgy set-off. Watermarked. Comes in seven popular colors and sparkling blue-white.

**HAMMERMILL DUPLICATOR** FOR FAST, TROUBLE-FREE PRODUCTION of clean, bright copies on either spirit or gelatin-type machines. Comes in six pleasing colors and blue-white. Watermarked.

Want good looks at low cost? Try Whippet Mimeograph and Whippet Duplicator. You'll get uniform quality unusual in such modestly-priced papers.

You can obtain business printing on Hammermill papers wherever you see the Guild shield on a printer's window.



...yet **HAMMERMILL** cost no more  
**DUPLICATING PAPERS**





over  
½ MILLION  
a DAY!



### SERVING CHICAGO AND THE MIDWESTERN AREA

Lemarge has what you need . . . a battery of automatic machines capable of inserting as many as 12 pieces into one envelope . . . crews of experienced people to sort and tie mail accurately and speed your postal deliveries.

More and more mailers who want fast, economical, quality service are turning to Lemarge . . . the Midwest's leading mechanized mailing organization.

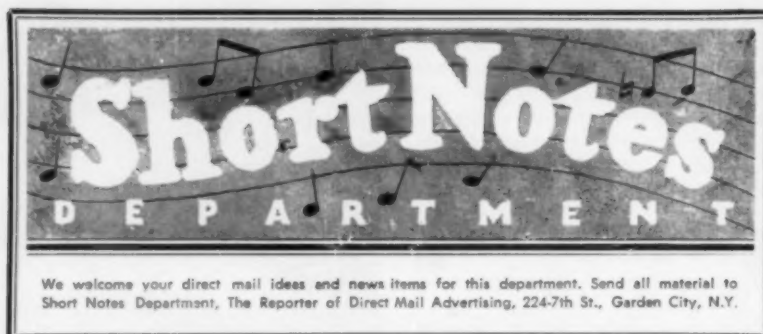
One of our representatives will gladly help on your next mailing. Phone to-day and get acquainted.



Write or phone  
for details!

the **LEMARGE** company

417 S. Jefferson Street  
Chicago 7, Illinois  
Phone: HARRISON 7-1030



We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **FRATERNAL CONGRATULATIONS** to C. B. Larrabee, chairman of the board of *Printers' Ink*, for his recent editorial titled "When There's Lots of Convention Meat, Forget The Potatoes" (page 9, Dec. 24th issue). He quotes a letter he received from the v-p of one of the largest agencies, pleading for a streamlining of business conventions. Both Mr. Larrabee and his correspondent's sentiments on conventions fit our own to a tee. Says Mr. Larrabee: "The over-stuffed convention program ought to be as much out of date as the over-stuffed living room set. If you are a convention follower — as most readers of *Printers' Ink* have to be these days — you will realize that the conventions that appeal to you most are often the ones that don't seem to try too hard." 'Nuf said!



□ **A CALENDAR FOR PLANNERS** is an annual promotion produced every January by Smith Mail Advertising Service, Inc., 95 John St., Kingston, N. Y. Separate page for each month has convenient areas for jotting down dates, appointments and production memos under the day of the month. Smith sends the calendar to all their customers and friends. Write to Warren Smith and see if he's got any extra copies.



□ **THE WOODALL BULL'S-EYE** is a new h.m. published by The W. P. Woodall Co., Inc. (lists), 214 E. 125th St., N. Y. 35, N. Y. Vol. 1, No. 1 was a three color newpage with direct mail tips and stories on how Woodall lists have been used to good advantage by industrial mailers. Write to W. P. Woodall to get on their h.m. list.



□ **JAMES GRAY, INC.**, has reprinted the talk given by their president, Edward N. Mayer, Jr., at the 45th Annual meeting of the Assn. of National Advertisers in New York last November. Ed's talk, "How To Capitalize On Direct Mail As The Leaven In Your Advertising Mix" tells how to get the most out of

advertising dollars by using direct mail. He outlines eight ways to use direct mail as an advertising budget stretcher, and gives some capsuled case histories of companies which have put the eight ways to work with tremendous success. You can get a copy of the booklet reprint by writing to Mac Beresford at James Gray. Address: 216 E. 45th St., New York 17, N. Y.



□ **POSTAL EMPLOYEES** finally have their own h.m. . . . a 16-page monthly called *Postal Service News*. PSN won't contain any stuffy postal regulations. It's a lively medium with stories and an exchange of ideas to foster more efficient operation of the Post Office Department.



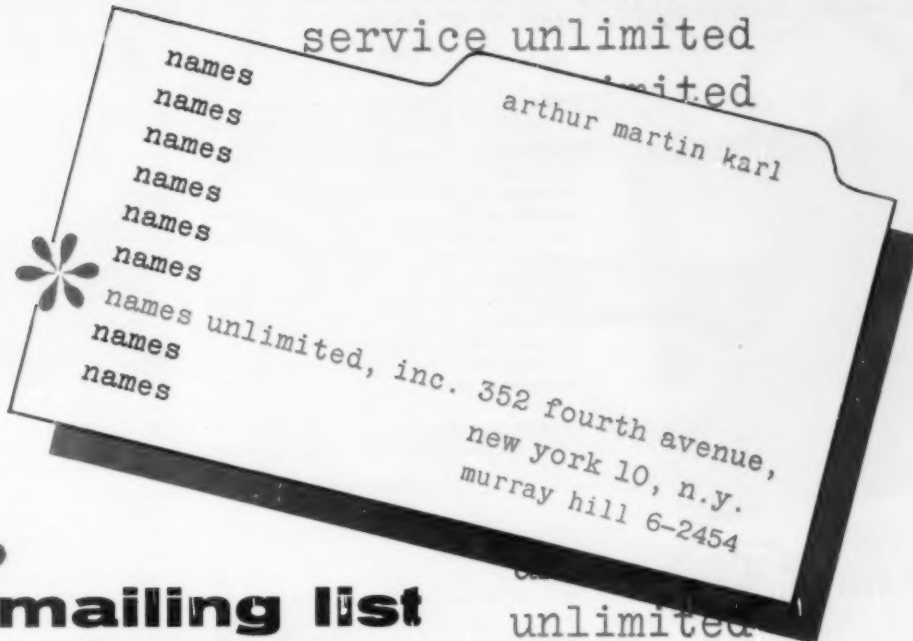
The new magazine is under the editorial guidance of L. Rohe Walter, special assistant to the Postmaster General. His first issue in January was a honey. All postal employees will get the magazine free . . . but outsiders can subscribe for \$1.00 per year. Write to Superintendent of Documents, U.S. Government Printing Office, Washington 25, D. C.



□ **FEDDER ADVERTISING DISTRIBUTORS** (div. of Advertising Distributors of America, Inc.), 309 Sharp St., Baltimore 1, Md., received the annual plaque



service unlimited  
 service unlimited  
 service unlimited  
 service unlimited  
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 service unlimited  
 service unlimited  
 service unlimited



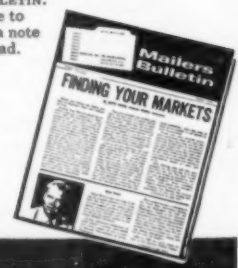
## mailing list broker

Names Unlimited, Inc. has, for 27 years, given personal and eager attention to the needs of mailers and list owners. Chartered member of the National Council of Mailing List Brokers.

unlimited  
 unlimited  
 unlimited  
 unlimited  
 unlimited

service unlimited  
 service unlimited  
 service unlimited  
 service unlimited  
 service unlimited  
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 service unlimited  
 service unlimited  
 service unlimited  
 service unlimited  
 service unlimited

More "Inside Story of the List Business" in our MAILERS BULLETIN. If you would like to receive it drop us a note on your letterhead.



# Solve your MAIL HANDLING PROBLEMS



## Write for the new **CORBIN**<sup>®</sup> MAIL ROOM and COLLATING CATALOG

CORBIN Mail Room and Collating Equipment reduces work motions, ends congestion, handles larger quantities of mail in less time. Used in the majority of U. S. Post Offices, and in leading firms, universities and institutions. It's the answer to your need for fast, efficient mail handling!

Size and capacity  
to meet your  
requirements



**MAIL THIS COUPON NOW!**

CORBIN Wood Products Division, Dept. RA  
The American Hardware Corporation  
Hornell, New York

Send illustrated literature and prices on  
Corbin Mail Room and Collating Equip-  
ment and related products.

NAME.....  
FIRM.....  
CITY.....ZONE.....  
STATE.....

## Short Notes CONTINUED

award from the National Assn. of Advertising Distributors for the best promotion effort boosting the mailing and distributing industry. The award was won with a two-color broadside outlining Feder services. It unfolds to a 28" x 33" sales map of metropolitan Baltimore showing block divisions of 367,931 families. Anyone selling to the Baltimore market will find this piece helpful.



□ **WONDERFUL** . . . is the best way to describe Caterpillar Tractor Co.'s 50th anniversary effort, a historical book titled *50 Years On Tracks*. Probably the most complete history of crawler tractors ever assembled. 103 pages of action pictures trace Caterpillar from its early beginning (when C. L. Best & Holt Manufacturing Co. merged to form Caterpillar) to its present ever-expanding markets. A round of applause should go to Caterpillar's writing staff; Grant-Jacoby Studios, Inc., Chicago, who handled the design; and Photopress, Inc., Chicago, who did the printing . . . all making *50 Years On Tracks* one of the best industrial public relations efforts to come along in years.



□ **IF YOU'RE LOOKING** for a good way to present complicated reference tables or price figures . . . write to Robert Silvert, sales manager of the Perrygraf Corp., and ask him to send you their booklet *Seven Ways To Help Salesmen Get More Orders*. Shows seven ways their slide charts can be used to increase sales. Perrygraf creates and produces unusual calculators, visualizers, selectors and demonstrators. They have hundreds of formats. Mr. Silvert will send you samples. Write to him at 150 S. Barrington Ave., Los Angeles 49, Calif.



□ **IF YOU'RE HAVING TROUBLE** handling mailbags from your sorting station to mail trucks . . . write to F. E. Krieger, president of K & S Manufacturing Co., 761 Forest St., Denver 1, Colo., and ask him for information about their Convaz-All mailbag conveyor. The new conveyor comes as a single unit or a complete system, with conveying elements designed so bags cannot catch or tangle. K & S Bulletin No. 155 will give you all the details.



□ **SUGGESTION FOR CHARITY APPEALS** (Especially in New York): We noticed and approve of the note which is printed on the return envelope

used by campaign headquarters of Beth David Hospital, 90 Broad St., New York 4, N. Y. Right under the space used for indicating the amount of contribution is this message: "Note: Beth David Hospital has voluntarily complied with the provisions of the New York State Social Welfare Law requirements for organizations raising funds for charitable purposes."



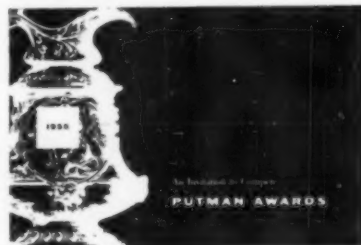
□ **CANADIAN CARGO CAPER:** When Clen-Mathers Press Ltd. in Montreal, Canada, told Harris-Seybold Co. in Cleveland, Ohio, they wanted a new Harris Model 128A in a hurry . . .



they got it. Within 33 hours after this photo was taken at the Cleveland airport, the 4-ton 23" x 30" machine was installed in Clen-Mathers' pressroom . . . and pulling a test press run. The quick delivery was handled by Trans-Canada Air Lines who plans to make publicity hay with the fact that it was the heaviest piece of freight ever lifted from the Cleveland airport. TCA will feature the story of the airlift in seat-pocket literature, house organs, window displays and other formats.



□ **COMPLETE DETAILS** of the Putman Awards with rules and regulations for the 1955 competition are described in a new booklet produced by Putman Publishing Co. (contest's sponsor) in co-



operation with the National Industrial Advertisers Assn. NIAA and Putman set April 3, 1955, as deadline for entries. The competition, most coveted award contest in the industrial field, is open to all industrial firms. NIAA membership is not a requirement. You can get the booklet by writing to Putman at 111 E. Delaware Pl., Chicago 11, Ill.

□ **WATCH THAT TIMING!** Every year for the past 15 years or so, we have been criticizing folks who make their Christmas mailings too late. Nothing is so dead as a holiday after it is over. The criticisms haven't done much good because this year things were worse than ever. Hundreds of Christmas messages, and especially holiday bedecked covers of house magazines, arrived during the week between Christmas and New Year's. Ten arrived after New Year's . . . the last one on January 12. We think house magazine editors especially should recognize that Christmas mails are jammed. If you plan a holiday cover . . . get your stuff into the mail much earlier than usual. Otherwise your good intentions will go down the drain.



□ **ONE ALUMNI SECRETARY** has managed to eliminate the headaches involved in soliciting renewals for alumni association membership. Kenneth Penfold, director of alumni relations, Associated Alumni, University of Colorado, 335 Memorial Center, Boulder, Colorado, tells us that the Board of Regents has taken over the full financing of the alumni program. Dues have been eliminated and all alumni will receive bulletins and publications without charge. Direct mail will be used only to promote development fund programs.



□ **THE "NEITHER SLEET, NOR RAIN" DEPT.:** In case you have any doubts about the treatment Patron Mail will receive during its remaining Swan Song Month, we're reprinting in its entirety an item from the January 13 *Postal Bulletin*: "SIMPLIFIED ADDRESS" — Some postal patrons have expressed concern as to whether mailings made prior to March 31, 1955, and bearing simplified address will receive proper handling and delivery. (See *Postal Bulletin* of January 4, 1955, regarding discontinuance of city and village delivery of simplified address mail, effective March 31, 1955). All postmasters and employees shall make sure that mailings of this kind received at their offices up to March 31, 1955, receive proper handling and delivery."



□ **HOW A CATALOG GROWS:** R. R. Donnelley & Sons Co. (The Lakeside Press), 350 E. 22nd St., Chicago 16, Ill. has put out another spectacular booklet . . . this one showing the step-by-step process of how they build industrial supply catalogs with their Donnelley Unit System. Titled *Donnelley Builds A Quality Catalog*, the booklet takes you on a pictorial Cook's Tour of their catalog department, explaining the Unit System . . . where carefully prepared model "units" of copy and cuts covering 80,000

**Nekoosa BOND**



**Nekoosa LEDGER**



**Nekoosa Mimeo**



**Nekoosa DUPLICATOR**



**Nekoosa MANIFOLD**

America does business on

**Nekoosa**  
**PRE-TESTED BUSINESS PAPERS**

When *appearance* and *performance* are of topmost importance, think first of Nekoosa when specifying papers for office use. Nekoosa Business Papers are made specially for today's high-speed printing presses and office equipment. All carry the famous Nekoosa watermark . . . your assurance that these papers have been pre-tested at our mills for *appearance*, *performance* and *finish*. Your printer can supply Nekoosa Business Papers; also available, in standard sizes, at your office supply or stationery store.




NEKOOSA-EDWARDS PAPER CO., PORT EDWARDS, WISCONSIN



*it pays to plan with your printer*





**Get These  
Super Sales Boosters  
CARR'S JUMBO  
FLASH CARDS!**

Colorfully illustrated borders on big 5" x 7" mailing cards. 24 designs to give your messages custom punch for syndicated prices. Highest quality. Get FREE design catalog and samples.

**The CARR Organization**  
1319 N. THIRD ST., DEPT. RE  
MILWAUKEE 12, WIS.

THE CARR ORGANIZATION  
1319 N. 3rd St., Dept. RE, Milwaukee 12, Wis.

SEND SAMPLE FLASH CARDS TO

Name .....  
Company .....  
Address .....  
City, State .....  
Zip .....

## Nationwide MAILING LISTS of NEW BIRTHS



My mom is a swell potential customer for your product or service!

Supplied On Gummed Labels  
Over 10,000 new names compiled every day, immediately after birth

### PALMER LISTS

2432 Grand Concourse, New York 58,  
Suite 306-7. SEdwick 3-2446

LOW, LOW COST

**BE A  
BIGGIE**  
from the  
BEGINNING

**AD SCRIBE** P. O. Box 254-A North Canton, Ohio

Sales come easier when your advertising, letters, and follow-up materials have the "already successful" look, especially on a new venture. To get the copy right and the layout bright, let Bob Rainey expedite the whole production for you. Write today for proof that it pays to work with "the advertiser's handy man." Address:

**One Dozen Stamps** **1.98**  
POST-PAID

**12 STAMPS** as listed below:

AIR PARCEL POST PRINTED MATTER  
HAND STAMP ONLY DO NOT SEND  
SPECIAL HANDLING VIA AIR MAIL  
SPECIAL DELIVERY REGISTERED  
FOR DEPOSIT ONLY PARCEL POST  
FIRST CLASS MAIL. PLEASE REPLY

**IMAGINE!** A single rubber stamp machine that does the work of 12. The new "Daily Dozen" multiple stamp contains all the proper imprints for mailing, banking and billing. Each of the 12 rubber stamps built into this one efficient machine is **over 1 1/2" long!** If purchased individually, 12 rubber stamps would cost about \$10.00. But this convenient, space-saving machine is yours for only \$1.98 postpaid. **GUARANTEED!** SIMPLY TURN the dial to select the stamp you need.

**COSSMAN STAMP CO.**  
7013 Sunset Boulevard  
Dept. RD, Hollywood 28, Cal.

**BOOKLETS THAT BECKON**

Distinctive literature with that come-hither appeal that impels, tells, sells. Request Fitzjohn book—on your letterhead.

**"That Yellow Bott"**  
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Columbus 5-8616

## d.l. natwick

LIST BROKERS

136 West 52nd St., New York 19, N. Y.

Member: National Council of Mailing List Brokers

**addressing**

with Carbo-Snap is easy! No high priced operators or expensive equipment needed. Use your typewriter, your typist plus Carbo-Snap. Send for free samples and the complete story.

**Penny Label Company**

9-13 Murray St., N. Y. 7, N. Y.



**NEW TR. Jr. TRAVELING RACK**  
**CUTS MAILING COSTS**

Ten Hook-On Trays speed up printing, mimeographing, sorting, inserting . . . keep things moving in the mail room. Write for folder

**Markel Metal Products Incorporated**

255 Mill Street      Rochester 14, New York

## Short Notes

CONTINUED

standard items are kept ready for "syndicate" use among catalogs offering the same goods in different distributing areas. The booklet gets in a double pitch with a half-cover flap promoting plant tour booklets . . . using *Donnelley Builds A Quality Catalog* as a perfect example. Viz: "Since the mountain could not be brought to Mohamet, we made Mohamet get on his bicycle . . . we fixed the Prophet up with the booklet that comes to you with this explanation."



☐ **SNOPAKE** is the name of a new correction fluid for offset copy preparation. Typist merely paints Snopake over errors instead of erasing them. The white liquid hides the original image and results in a new white surface for re-typing or drawing. The new fluid dries



instantly and can also be used to eliminate opaquing on film negatives. Brush-in-cap bottle is sold for \$1.00 by Fototype, Inc., 1410 W. Roscoe St., Chicago 13, Ill.



☐ **FACTS AT YOUR FINGERTIPS** is the title of a new 16-page booklet for planning catalogs, sales manuals, price lists and presentations. Published by The Heinn Co., 326 W. Florida St., Milwaukee 4, Wis., the booklet gives a quick visual reference to details of sheet sizes, paper stocks, indexings, binding, etc. Also describes basic binders in the Heinn line which can be tailored for individual requirements.



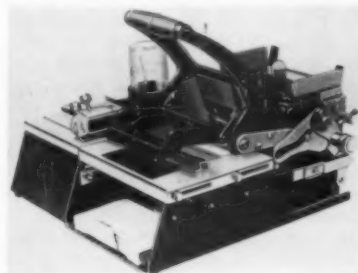
☐ **INDUSTRIAL AD MANAGERS** will appreciate a novel article in the November, 1954 issue of *Industrial Marketing* written by Richard E. Tirk, vice-president of Reply-O-Products Co., 7 Central Park West, New York 23, N. Y. Titled "How Direct Mail Helps Get More Out Of Business Paper Ads", the story was written with a light touch but shows how direct mail offers possibilities for measuring quality of business paper circulation, etc. Write to Reply-O and ask them for a reprint.



□ **"THE WHOLESALE IS IMPORTANT"** . . . says a gigantic broadside from Wolverine Tube, Div. of Calumet & Helca, Inc., 1830 Guardian Building, Detroit 26, Mich. It reprints several Wolverine ads dramatizing the wholesaler . . . getting buyers to buy from their wholesaler. The broadside came with a strip of tape for wall mounting. Makes a good display. Not enough manufacturers pay attention to wholesalers and dealers. The Wolverine broadside really gives the wholesaler a boost.



□ **TYPED MASTER SLIPS**, combined with this Master Addresser Model 90 make a complete inexpensive addressing system for small mailers. Name and address is typed once on a slip of paper and fed through the machine automatically. The slips are also reinforced with holder cards for record keeping. Area up to 5" x 7" can be used to record inquiries, follow-ups, sales and other in-



formation. Printing by transfer process direct from typed slip, the machine requires no plates or stencils, inks or ribbons. Details are available from Mr. A. J. Wright at Master Addresser Co., 6500 W. Lake St., Minneapolis 16, Minn.



□ **HOW TO RUIN A GOOD LETTER IDEA:** A short, end-of-the-year "thank you" letter mailed to customers and friends by a Brooklyn, N. Y. lumber firm was a swell idea. The copy idea was good, and dished up a lot of confidence for 1955. But its writer ruined the meat by salting it with too much "we", "us", "our", and "ourselves". Four short paragraphs contained 17 thumb-in-vest pronouns. Almost two or more "we's" on every line . . . just one single "you" in the entire letter. Moral: "We's" weaken worthwhile writing.



□ **RETAIL LUMBER DEALERS** received more than 4,000,000 pieces of promotion literature last year from the West Coast Lumberman's Assn., 1410 S. W. Morrison St., Portland 5, Oregon. 27,000 dealers were offered a large range of material to help them do a better lumber selling job. Most of WCLA's

our

**Magic**

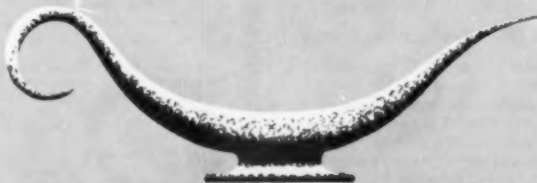
formula

The combination of Cupples Embossing with our special Personalizing process will really perform interesting tricks with your mailing returns.

Our Art Department is ready and able to submit suggested designs for your next mailing. Call your Cupples representative for samples and information.

**S. Cupples**  
envelope co., inc.

360 Furman Street • Brooklyn 1, New York  
Offices in Boston, Washington & Philadelphia



## MAILING LISTS



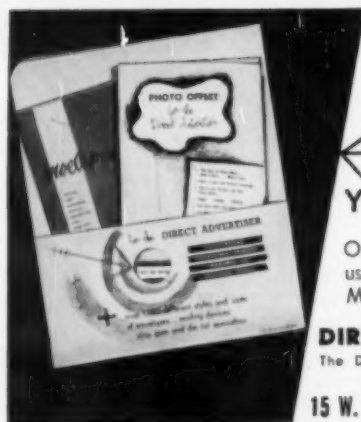
**NEW BUSINESS FIRMS**  
75,000 @ \$15 per M

Here is a list of NEW businesses, compiled and available monthly. We have accumulated 75,000 during 1954 and are currently getting approximately 7,500 each month.

In developing this list we have attempted to isolate a logical market for business products, services and subscriptions. These firms are usually not available through regular list sources for some time.

Certain non-productive categories such as stationery stores, delicatessens, barber shops, tailors, gas stations, etc., have been weeded out. Quite a few of the listings are professional people opening new practices. The individual name of the owner or president of the firm is often available. This list has been tested carefully and has proven exceptionally successful for several mailers during the past year.

**CREATIVE MAILING SERVICE, INC.**  
460 North Main Street, Freeport, New York • FReeport 9-2431



# KDA KT

← for the Direct Advertiser  
Yours **FREE** for the asking

Over 8000 direct advertisers have found in us a "different" source for envelopes and Mail-Vertising pieces. How about YOU?

**DIRECT MAIL ENVELOPE CO., INC.**  
The Department Store of "Ideas for the Direct Advertiser"

15 W. 20th St., New York 11, N. Y. WA 4-0500

### Want To Make Your Direct Mail Fund-Raising Appeals More Productive?



Then let me tell you how I have helped make other appeals more effective and how I could help you increase your direct mail percentage of returns and net dollar income.

**WILLIAM M. PROFT**  
27 Washington Pl., East Orange, N. J.

DIRECT MAIL AND MAIL ORDER

## COPY

Writer of Mail Order Letters that bring back orders and cash . . .  
Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

**ORVILLE E. REED**  
106 N. STATE STREET  
HOWELL, MICHIGAN

## Short Notes CONTINUED

pieces were beautiful full-color folders and booklets offering building tips and promoting the use of lumber. Congratulations to WCLA's advertising manager Robert E. Mahaffay for a fine job.



☐ **CONTRACTORS AND BUILDERS** will certainly get a lot of laughs out of a series of humorous letters reprinted in booklet form from *Mid-West Contractor* magazine, 521 Locust St., Kansas City 42, Mo. When editor and publisher Elbert E. Smith became concerned with extremely low prices being bid on various construction projects, he turned the situation over to the feature editor Jim Kelly to develop a monthly series. Jim created a mythical contractor called J. Fortesque Underbid . . . and the result was monthly letters from Underbid to his equipment dealer, Mr. Gypo. The trials and tribulations of Underbid told in letters are hilarious. Write to *Mid-West Contractor* and ask them for the series.



☐ **LACEY-LUCI CAMERA USERS** can now get an attachment for making reverse (negative) photocopies. Called the Lacey-Luci Stat-O-Dapter, the attachment is placed on the copyboard of the camera . . . and will handle copy up to 12" x 15" with maximum enlargement and reduction of two-thirds of the original. Price of the Stat-O-Dapter is \$75.00 when purchased separately or \$65.00 when bought with the camera. Write to Kenneth Dorman of Merit Lacey Corp., 31 Central Ave., Newark 2, N. J. for details.



☐ **YOU CAN EXPECT A BUMPER CROP** of new products in 1955 . . . according to Dr. Charles N. Kimball, president of the Midwest Research Institute, Kansas City, Mo. The institute is a non-profit organization of 200 scientists in 18 different fields. "Out of the more than \$3,000,000,000 spent in industrial research last year," says Dr. Kimball, "there will be hundreds of significant and important new products and new industrial processes introduced this year." Should open up new opportunities for direct mail.



☐ **HALFTONE ECONOMY** is explained in an illustrated booklet from Mask-O-Neg, screen print (velox) producers at 157 Spring St., N. Y. 12, N. Y. It shows the many effects which can be

(Continued on page 48)

THE  
*most distinctive*  
LINE IN ALL AMERICA!  
**HAMILTON**  
TEXT & COVER  
PAPERS

Above all else, Hamilton Text & Cover Papers are *distinctive*. They are perfectly adapted to every kind of printed piece, from simple folder to elaborate brochure. And their printability is second to none. Each paper is surface sized, pre-humidified, guarded by scores of quality controls.

This line of nine magnificent papers offers you literally hundreds of different ways to do any job. Look at the wide choice of finishes, for example—there are felt, laid and vellum surfaces in this great line. And the range of colors is little short of breathtaking—everything from the softest of pastels to the brightest and liveliest of primary shades. These papers are highly opaque, and the feathery deckle edges on many of them add to their feeling of quality.

You can depend on Hamilton Text & Cover Papers to make a standard printed piece outstanding . . . and to turn special jobs into memorable printing accomplishments. Best of all, you can use these papers economically for almost any assignment—folders, booklets, annual reports, self-mailers, broadsides, pamphlets, menus.

Ask your distributor for swatchbooks . . . or write us direct.



**HAMILTON PAPERS**

W. C. HAMILTON & SONS, Miquon, Pa. Offices in New York, Chicago, Los Angeles  
*Plan the design with paper in mind*

HAMILTON TEXT & COVER PAPERS include Carousel • Andorra • Victorian  
Louvain • Sheffield • Gainsborough • Weycroft • Kilmory • Vellum

# A DIRECT MAIL SYMPOSIUM FOR RETAILERS

**Reporter's Note:** Retail stores, both large and small, are paying more and more attention to direct mail. Reports from all over the country indicate that big stores using a lot of direct mail are upping budgets . . . planning to use even more in a bigger, more impressive way. Others, who have used some but considered it low on the promotion totem pole, are now opening their eyes to big-time direct mail. Even the stores who heretofore were "strictly newspaper" advertisers are now beginning to get their feet wet with direct mail (read the Short Note on page 10 of the January, 1955, *Reporter* to see how the National Retail Dry Goods Assn. is cultivating retail direct mail interest.)

Among the experts instrumental in giving impetus to the retail direct mail picture is Lester Harrison, president of both Lester Harrison, Inc., and Harrison Services, Inc., New York. This month's cover story (page 4), and a March, 1953, *Reporter* feature titled "Take The Display Windows To The Customers" explain his far-reaching creative direct mail operations.

Lester Harrison has now instituted what looks like one of the best ideas to hit retail circles in years . . . **A Direct Mail Symposium For Retailers.** He's planning a series of symposiums with leading direct mail experts to tackle numerous retail direct mail problems and ideas. The first symposium was held at New York's Hotel Pierre on January 10. It drew over 100 enthusiastic retail executives who came to hear Harold R. Merahn, The Gertz Stores; Chuck Gruen, Harrison Services; James Rotto, The Hecht Co.; Budd Gore, H&S Pogue Co.; and Donald MacDonald, Harrison Services, give out with their experienced opinions, theories . . . and live-wire ideas.

Here then, is a condensation of Lester Harrison's fine idea . . . the first **Direct Mail Symposium For Retailers.**

## INTRODUCTION

by Lester Harrison  
(Moderator)

**W**ELCOME TO THE FIRST of what I hope will be an annual Symposium of direct mail ideas, procedures and techniques.

The word Symposium, I am told, stems from the Greek: *syn* (meaning "with") and *posis* (meaning "drinking"). The ancient Greeks coined the word Symposium because they believed that, with drinking, came a free and uninhibited flow of ideas . . . that, with drinking, discussions could be controversial, yet remain friendly.

Direct mail, as we all know, presents a challenge unmatched in the advertising profession. Tonight, our speakers are men who, if there was no such thing as direct mail, would probably have invented it. They are among the country's leading exponents of this highly specialized form of retail advertising. What they will tell you will be facts based on experience, not theory.

My job tonight is a happy one. As moderator, I believe the best thing for me to do is to keep my words as moderate as possible.

So now . . . let's *symposise!*

## CHARGE ACCOUNT PROMOTION NEEDS DIRECT MAIL

by Harold R. Merahn



As sales promotion manager and vice-president of The Gertz Stores in Jamaica and Flushing, L. I., New York, Harold R. Merahn is one of the most dynamic retail promotion men in the country today. He started his advertising career at New York City's Saks 34th Street, later

becoming publicity director for Gimbel Brothers. During this stint, he was elected to Gimbel's Executive Board. In addition to his present promotion activities for Gertz, Mr. Merahn is also a member of the Sales Promotion Steering Committee of Allied Stores. In spite of his heavy schedule, he manages to find time to teach advertising at New York University School of Retailing, and to share his knowledge at retail conventions and meetings . . . such as the Harrison Symposium.

**I** maintain that if you're building a substantial direct mail program, you are constantly nurturing and accelerating your charge account volume. I call this "farming" the Charge Accounts because it constitutes good husbandry.

In many stores, the volume growth has always been paralleled by a proportionate growth in charge account volume. We come to the inescapable conclusion that the *stimulus* of direct mail breathes vigor into the charge business.



**Five retail experts analyze direct mail at a new symposium sponsored by Harrison Services, Inc., in New York.**

One of the keystones of store growth is a planned direct mail campaign by age groups. Then you have to graduate 'em from list to list; from the cradle to their great reward. You have to be persistent and you need to have a strong stomach, because in many cases, the results are not visible as in a strictly mail-order business.

#### **Direct Mail Reaches People Not Reached By Newspapers**

With most stores, almost the entire promotional program revolves around newspapers . . . for two reasons:

(A) Provides stores with lowest cost medium.

(B) Usually gives 100% *market coverage* — that is, the newspapers *speak to all* of our potential customers daily. In most localities, the combined circulations of all the newspapers cover all the families in the trading area. In such cases, while direct mail is useful for *double emphasis*, it is *really supplementary* and *costly*.

On the other hand, there are stores whose available newspapers do not cover their trading area. These are the stores which turn to direct mail as a major activity. This is not the only type store which uses direct mail. Aside from a newspaper deficiency, *any* store with a progressive charge account program should also have a direct mail program.

Let's analyze:

Charge account is one of our finest reservoirs of good will. People need no introduction to your store. With all psychological barriers down:

They have an account.  
They've shown a predilection for your store.

They know what the store stands for.  
They may even have favorite salespeople.  
We have prima facie evidence of substantial income and good credit rating.

Why not take advantage of this friendly relationship? Why not demonstrate that they are *special* customers? Already we favor them with:

1. Easy returns.
2. Charge-plates to expedite their shopping.
3. Credit without carrying charges.

Now here's what Direct Mail can do:

1. *Advance notice of special offerings.*
2. *Invitations to fashion shows and exhibits.*

In short - - -

**3. SEND THEM PERIODIC MAILINGS** — *just as we would to any friend.*

It doesn't make sense to build this potentially lucrative list and not tap it. So we need an **INTEGRATED AND CONTINUOUS D. M. PROGRAM.**

We must gather lists by ages:

Infants list  
Boys list  
Girls list  
Pre-Teen Girls list  
High School Girls list  
Prep Boys list  
College list  
Junior Miss list  
Brides list

#### **CHARGE CUSTOMERS**

Stores have developed ingenious methods by which we ease along our customers from list to list — from birth to charge customers.

Aside from this we have the obligation —

1. *Adding to our lists:* Mortgage Co., Real Estate people, Apartment House Superintendent.
2. *Keeping separate lists of:* Fur Storage Customers, Departmental Lists, Lists of Commercial firms, Lists of Vendors, Public Relations.
3. *Watching which charge accounts become inactive.*

For these we prepare special literature. It's become a science. I believe Jimmy Rotto was the inventor.

Now, let's consider the type of direct mail that would make up a maximum program for a store:

1. *Fashion Books in Fall and Spring.*
2. *Seasonal Departmental Mailings.* Furniture, Fur and Coat Sales, Drug and Notions Sales, Housewares Sales, Men's Overcoat Sales, Advance Blanket Sales.

3. *Seasonal Housefurnishings Books.*
4. *Storewide Rotogravures (seasonal).*
5. *Christmas Catalogues.*
6. *Monthly Statement Inserts*
7. *Seasonal Boys and Girls Mailings.*
8. *Departmental Post Cards.*
9. *Inactive Charge Accounts.*

Well, that's maximum; and I don't know which part is good for your store. But I truly believe that if your store maintains a charge account list, you should certainly have as a minimum program:

1. *Send out a seasonal storewide mailing (2 or 3 times a year).*
2. *Send out advance notices of special events.*
3. *Speak to your charge customers when you mail them a monthly bill.*

#### **Inactives**

The process of guarding against the diminution of charge customers is very important:

*Zero Balance Imprint — 1 month.*

*Two month Imprint.*

*3 & 4 month letter*

*A phone call, then a personal call.*

I just can't understand the stores that have big charge account lists and yet are content with only 50% average monthly usage. It costs money to open and carry a charge account. We should be very concerned about inactivity.

#### **Branch Store Campaign By Mail**

In looking over the advance literature sent out by stores opening branches, I've noticed pretty much of a pattern. This is a nice letter or folder telling about the new store *offering* a charge account **IF** —

*IF the customer would fill out the enclosed application, and IF the customers credit is found to be good.*

I think there's a better way, which some progressive controllers have gone along with, and which other ultra-conservative controllers have frowned upon. I like the idea of actually *opening* charge accounts instead of *soliciting* them. Here are the steps that need to be taken:

1. *Committee of experts from the store and the local newspapers study a map of the branch trading area.*
2. *The desirable income areas, and newly-developed areas are blocked off.*
3. *Then give the maps to a local mailing firm. They work from a street directory issued by the Telephone Company. This directory gives the names and addresses of*

phone subscribers by geographical location. Lists are then compiled to synchronize with earmarked areas.

4. The lists are sent to the Credit Bureau, who supply what is called an "In-File Trade Clearance". This indicates that there is nothing adverse in the records against the prospective charge customer. Naturally this credit clearance in bulk is done at a reduced rate. I believe the percentage of rejection will be no more than 5%. It's true that the credit risk is somewhat greater than in the usual exhaustive clearance. However, I believe it will turn out well.

5. The cleared names are then sent to the Farrington Co. and Addressograph Company who make up Charge-Plates and Addressograph Plates.

6. Personalized letters are then sent, together with the actual Charge-Plate and printed literature about the new store. This is done about 6 weeks before the branch stores opening. Experience shows that you can expect about 18% usage of the new accounts.

Direct mail is not isolated — does not stand alone as an advertising medium in a store. One of the facets of sales promotion is its importance as an arm of "Exploitation" which varies from store to store. In some stores it is (and should be) submerged in importance. In other stores it is (and must be) very important.

Direct mail seems to be a controversial subject. I'm not a proponent of direct mail. Neither am I an opponent. As one man's opinion, I would say to my colleagues in the field of retail exploitation it isn't right for us to take sides in a general discussion of the merits or demerits of direct mail. But being experienced practitioners of our craft, we should come to a decision about the situation concerning our own store. Only then should we be specifically for or agin' direct mail. We cannot accept generalization on direct mail, any more that we can superimpose willy-nilly the newspaper advertising policies of another institution on our store's newspaper advertising.

We recognize that stores have personalities just as people do. In a well-run store we wouldn't dream of trying to ape this good store today, or that good store tomorrow. Instead, we strive for years to be ourselves and we develop characteristics that are distinctive and acceptable to the economic group on whom we've set our sights. By the same token, in our deliberations concerning the use of direct mail, we have to take the course that specifically fits our needs. We cannot rely on overall surveys. If we hear that another store has been successful with d.m. . . . this is only prima facie evidence. We have to delve further and see whether d.m. answers a need for our store.

## Results

I think we've been inclined to be more demanding in our expectations of results in d.m. than newspapers. I'm sure we're very lenient with newspaper results. We're appalled at the high percentage of cost to sales of an individual ad. We should be, but we don't stop newspaper advertising. We know by experience that certain types of ads have a high cost. We may be expecting long-term, intangible benefits out of our regular price item and assortment ads. With off-price newspaper ads, we'll settle for a 10% return or be jubilant with 5% when we hit the infrequent jackpot. However, with good interior selling we somehow come out around the NRDGA's consensus of 2% for newspaper advertising against all sales.

We continue to spend about 56¢ out of our publicity dollar for newspapers. When it comes to cost of d.m., we do have a tough time. We have three strata of expense superimposed on one another — postage, paper and labor. Despite this high cost, we must make a personal and frontal attack on our Charge Customers through some kind of direct mail campaign. These are our most favored customers. We must give them "most-favored nation" treatment.

## BUILDING THE STORE'S PRESTIGE WITH DIRECT MAIL

by Chuck Gruen



Building prestige within the local trading area is an important element of a store's advertising and promotion efforts. Chuck Gruen, who tells here how it can be done with direct mail, is a past master at the art. From 1947 to 1953 he was art director for Neiman-Marcus, during which time he was instrumental in changing the format and developing the present prestige-building style of Neiman-Marcus advertising. Chuck recently brought his skills to Harrison Services, Inc., where he is now senior art director.

IN order to build the prestige of your store, it is necessary to first honestly evaluate its true personality. Because every store does have a definite personality to its customers regardless of management's plan for the New Year, whether you are going to

trade up or down. To your customers your store, in comparison with the other stores in the community, has a type category, and it's the smart store which trades on this pre-established reputation.

Stores, the same as people, fall into type categories such as "the good old department store that has everything", the "snob joint", the "bargain guys", and the "family store". Once you have established the type to yourself (and more importantly to your staff) then see to it your mailing pieces reflect that type honestly.

In order to make this build-up of prestige work, the powers-that-be must become very strict editors of every form of direct mail that leaves the store. Too often, management takes a very active interest when an expensive mailing piece is in preparation such as a Back to School Catalog. Everything about it must be terribly "us"; but in most cases they forget the little things that go with this promotion and visually play just as important a part to the customer.

For instance, the envelope the promotion goes out in, the mail order blank with it, not to mention the envelope the blank comes back in. All these things have to be designed and printed no matter what they look like, so why not take the little bit of time and trouble to see that the accessories come up to the standards of the very important piece?

True, the government has standard requirements for business reply envelopes; but these are minimum requirements and there is no reason why the color or design cannot be embellished so the accessories do match.

A store cannot build prestige through direct mail unless it insists all these units, no matter how trivial, have the look and feeling of the store's personality. Just sticking a logotype on every piece is not enough.

The mailing piece goes to the customer without the benefit of our personal charm or the inviting atmosphere of our beautifully appointed stores. So the poor little kid needs all the help it can get! There are several ways of giving it this help. One is for the store to trade on its personality in editorializing above and beyond the straight selling message. Another — and very important way to help the unescorted baby — is to be sure it has the appearance and good manners which reflect its parent, the store.

I'm sure your own art director would back me up in saying that even a sale piece, as well as the announcement of a new department, could

stand a second color or space for a little charm . . . thereby building your prestige because these niceties are always noticed by your customers. You must always keep in mind the necessity for good appearance because it is as important to advertising as it is to good grooming for us.

We are all victims of the same game and are honestly impressed when we are served by a store insisting on this coordination even to its labels, menus, sugar wraps, book matches, enclosures, gift wraps, sales checks, garment bags, statements, post cards . . . in other words, *everything should have that individual touch.*

Promotions can be planned to develop prestige. For instance, the use of the simple mailing piece to announce the store's own activities other than the normal events which take place in the community. In that way, you are not competing with other stores in the mail at the same time.

In these days of the growing communities and the suburban store, it is becoming more and more evident to store management that direct mail has proven the best means of reaching the potential customer and building sales for the store as a whole.

## DIRECT MAIL: THE SLEEPING GIANT

by James Rotto



Probably no retailer realizes the potential of direct mail more than James Rotto. During his brilliant merchandising and retailing career, Mr. Rotto has been responsible for a large volume of successful, profitable direct mail. He's now vice-president in charge of sales and also a member of the Management Council for The Hecht Company in Washington, D. C. Mr. Rotto is an active executive of the National Retail Dry Goods Association, working as vice-chairman of NRDGA's Sales Promotion Division. He also heads the Retail Division of the Advertising Council.

**L**IKE Dr. Russell Conwell's famous saying about The Acre of Diamonds, we go chasing new customers through thousands of dollars worth of space in the newspapers every day, while right in your own back yard you have priceless lists of names of your very own customers who are going to be lured away to your competitors' stores . . . unless you keep them sold on your establishment by direct mail.

When you stop to consider that your

average charge customer spends only \$200 a year in your store, that she has accounts in other stores too, that she is an eager reader of everything her favorite store sends her, why isn't it possible to increase her purchases with you, say a modest 25%, if not more? Mathematically, if every 100,000 accounts were responsible for 20,000,000 worth of business, a measly 25% increase would mean 5,000,000 more volume.

Can you conceive of any other advertising medium with such a potential impact on your volume and profit?

If you will accept this as a fact for the moment, why then is direct mail relegated to the background in retail promotions, except in a few department stores such as Bamberger's, A & S and The Hecht Co.? You know the reasons as well as I do, but so we can lay the groundwork for our theme, permit me to bore you with a few of them:

**Reason No. 1:** The management wants to maintain dominance in the newspapers. With a given overall budget, suggested direct mail expenses might have to come out of the newspaper appropriation and thin it down to the point where the boss will holler if we are out-advertised in advertising Friday night by our competitors. Makes no difference whether the competitors' advertising pulls or not, but we don't want him to dominate us in the newspaper.

**Reason No. 2:** Direct mail requires planning far ahead. You can't get a mailing piece out overnight and merchandise decisions are being made so close to the hilt, we must leave ourselves flexible. I wonder how Sears Roebuck would operate if they accepted this alibi from their merchandisers.

**Reason No. 3:** We believe in direct mail. We'll use any amount of money for direct mail that buyers can get subsidized from manufacturers.

Now I don't want to look a gift horse in the mouth, but it strikes me sort of funny that the same stores who pour subsidy money into newspapers with the knowledge that most of it is hogwash from the standpoint of public interest, nevertheless believe that the consumer is going to wait with bated breath for this same merchandise presentation to be made through the mail.

The amazing fact is that direct mail *does* pull for subsidized copy far out of proportion to newspapers. Did it ever occur to you that if it can pay off on such a tough assignment, it might do miracles for you on your promotional goods?

Basically, I believe that if direct mail is ever going to do a job for stores, it must be budgeted and programmed separately on a seasonal basis, rather than off the cuff. In a well-planned direct mail schedule, there is room for at least the following:

(1) *Booklets or broadsides for store-wide Courtesy Days.*

(2) *Letters, postcards or self-mailers for every big departmental event.*

(3) *All year round solicitation to open new charge accounts.*

(4) *Seasonal mailings to reactivate dormant accounts.*

(5) *Special booklets for special occasions, such as Spring Housefurnishings, Mother's Day, Easter, Father's Day, Annual Furniture Event, Fall Fashions Opening, and of course, the Christmas Catalog.*

(6) *All out direct mail campaign to capture the Fur Storage business (one of the most profitable departments in good stores) — not just a folder, but a campaign.*

I doubt whether any of these recommendations individually will astonish you—you've heard them all before; but, put them all together and you have a work-horse that will help pull a load up the hill in 1955 if you will only put it to work on a 12-month-a-year basis.

## BUILDING A DEPARTMENT WITH DIRECT MAIL

by Budd Gore



It's only natural that Budd Gore put the emphasis of his talk on the importance of questioning. He, himself, has spent many years finding out the **WHYS** of successful retailing and direct mail. Prior to his present position as publicity director of The Halle Brothers Company, Cleveland, he was sales promotion manager of The H & S Pogue Company, Cincinnati; advertising manager of Marshall Field & Company, Chicago; and, earlier, assistant to the executive editor of the Chicago **Sun-Times**. Teaming up with Ralph Heineman of Ralph Heineman, Inc. (Chicago art service), Mr. Gore co-founded the successful Retail Advertising Conference which he and Mr. Heineman direct each year. The popular conference completed its third annual stanza in Chicago last month.

**I** know perfectly well that a department can be made profitable through the use of any one or combination of mediums — direct mail, newspaper advertising, radio, television, car cards, billboards, maga-



Write today for Columbia's  
helpful new envelope guide

*the Columbia*

**original  
ARISTOCRAT  
style envelope**

- can be printed inside and outside in one operation can be embossed
- comes in special and unusual sizes and colors
- is ideal for machine handling



**COLUMBIA  
ENVELOPE  
COMPANY** 2019 North Hawthorne St.  
Melrose Park, Ill.

complete creative and printing service  
and quick delivery on envelopes of all  
sizes, shapes, colors, texture and styles

zines, table tents, menu backs, remembrance advertising, and the engraved heads of pins if magnifying glasses are attached.

But here, just in case you doubt the advisability of possessing a large lump of accident insurance beneath these lowering clouds, let me state that I still wear the scars of combat. Last summer, dripping with humidity and drained of humility, I wrote and saw this sentence published:

"You can make much, for example, of un-advertised specials, make the customer feel — as she should — that she is getting in on something out of the ordinary."

In short, by writing of a certain value attached to unadvertised specials, I got clobbered. The self same wish is assumed when one pays exclusive attention to a single medium! So forgive me if I appear a little gun shy; my skull grows more brittle as the years stack on.

You know and I know that we can take a particular department, of any kind, size and description, and build it through the use of direct mail . . . assuming, of course, that the merchandise is right and the prices are right. We know that we can identify the best prospects, develop mailing pieces, and descend upon the post office department to deliver the message.

The risk we run (and it is a terrible one) is this: Technicians there are aplenty, familiar with direct mail's curd, but uninitiated to the *whys*:

WHY promote this particular department?  
WHY use direct mail?  
WHY select this particular merchandise?  
WHY this price?  
WHY the timing?  
WHY this approach?  
WHY this layout?  
WHY this copy?  
WHY this art?  
WHY this method of reproduction?  
WHY this color of paper stock, this ink?  
WHY this order blank?  
WHY this envelope?  
WHY this class of postage?  
WHY NOT?

That's what we too often lack: The questioning mind, the objective approach, the persistence so necessary to complete the assignment with skill and success, the pride of achievement. Where do we get this choice mind? We keep looking and we keep training. Sometimes maturity comes walking in the door. More often it flourishes from careful teaching and encouragement.

We've got one on the vine at Halle's — a young man in his early twenties, totally deaf since illness struck him at the age of six, an honor graduate from

a mid-western university's school of journalism. He's been fired from one job. He's been a little spoiled, perhaps, by his friends, as the handicapped so often are. He's been brash and full of beans. He drives a red roadster and I suspect pinches the girls.

But he's got a magnificent mind . . . inquisitive, curious, agile, uninterrupted by outside noise. And he reads like a demon. Now he's starting to write persuasively, with grace, with substance.

Don't disturb him. Don't steal him from us yet. Just write me periodically and inquire whether he's working for me or I'm working for him!

That's how you build a department through use of direct mail. That's how you do anything. You hire or you train a person who asks *WHY?* constantly, and who has the gumption to furnish productive answers.

## THE STATEMENT ENCLOSURE — ORPHAN OR BREAD WINNER?

by Donald J. MacDonald



Donald J. MacDonald, experienced merchandising consultant for Harrison Services, Inc., is a strong advocate for a positive approach toward merchandising and preparation of statement enclosures. His thoughts for developing well-planned and consistent statement enclosure programs are the result of his years of experience working with them. Before joining Harrison, Mr. MacDonald was sales manager at Crowley-Milner & Company, Detroit. Previous to that he was with Marshall Field & Company in Chicago, in various capacities . . . both with merchandise and sales promotion divisions of the store.

SOME unsung sales promotion hero, whose name is shrouded in the mists of advertising's antiquity, discovered that there was space for some advertising material in the statements mailed out by retail stores.

Since that early moment, statement enclosures have been classified as a minor nuisance in the minds of many. There are exceptions, but up until today the statement enclosure is the promotional orphan in far too many stores. The all-important purpose of the sales promotion division is to bring traffic to the store. In the day-to-day newspaper advertising's hustle and bustle



there is scant time to devote to either the study of the enclosure's potential, or the proper selection of enclosures.

And yet, the store's monthly statements are in effect first-class letters to your proven best friends . . . letters opened over 95% of the time by your women charge customers. It is a most unusual woman who will not at least look at a message from her favorite store. What she does in response to the message, and whether she continues to look at subsequent messages, depends upon the presentation of the message and the quality, timeliness and value inherent in the merchandise.

There is some confusion in the terms "Direct Mail" and "Mail Order". We are, of course, discussing direct mail . . . and would define the use of statement enclosures as the solicitation of business using the rifle-shot techniques of appealing to the store's proven customers. It is as much an appeal to come in and buy as to telephone or mail in an order. Occasionally the statement is made that mail and phone order business is unprofitable. That statement does hold true if the merchandise is not considered from the standpoint of price and mark-up. Taking phone orders on a special purchase of garbage cans at \$1.98, a two-unit delivery is an exaggerated example of what not to do. It is well to scrutinize each item from the profitable delivery standpoint before approving the item for use in the enclosure.

#### Inadequate Merchandise Backing

Then, too, one hears that customers' returns of the merchandise are much higher on orders from statement enclosures or other types of direct mail than from over-the-counter sales. This is where the quality of the enclosures becomes important. Abnormal merchandise returns are not reported where the enclosure portrays the merchandise accurately, and where the copy confines itself to the facts without exaggeration. The tendency of some buyers to back the promotion with inadequate size and color assortments with a consequent substituting is considered by many to be a major cause of these returns. Inadequate merchandise backing is completely unnecessary in an enclosure promotion, because the cycle billing brings the enclosures to the customers over a thirty-day period, generally allowing adequate reorder time.

A good-sized store recently adopted a set of standards for use in their con-

#### ART WORK BY MAIL

Plan, copy, sketches and finished art work delivered direct to your desk by mail from my studio at home.



## INDIANA



From time to time I am asked to suggest a plan for a complete direct mail program. Plan and copy as well as art. I am giving personal service by mail to firms in all parts of the country and perhaps I could help you in preparing your direct mail campaign. Just write me a letter outlining your requirements and I will quote you prices for my preliminary idea sketches and time needed.

JOHN E. DODDRIDGE, INC., Richmond, Indiana, needed a simple cover for a folder to fit a No. 10 envelope. Printed by offset on an 8½ by 11 sheet. Folded size of the cover was 3¼ by 8½. Two colors: black and tan. I supplied color separation drawings.

RAYMOND LUFKIN Plan, copy, design, illustrations and typography BY MAIL  
124 West Clinton Avenue, Tenafly, New Jersey. ENglewood 3-4860

# Elliott

## ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co.,  
127 Albany St., Cambridge,  
39, Mass.

If your typists are  
**LETTER-PERFECT**  
don't read this!



It's always been easy to make mistakes in typing copy for offset jobs. Now, it's just as easy to correct them . . . with SNOPAKE, a brand new, fast drying opaque paint made by FOTOTYPE.

Your typist applies SNOPAKE quickly, right from its own applicator bottle. She lets it dry for an instant—then types right over it. The patch blends in with the rest of the page, entirely concealing the original error.

But don't take our word for it. Find out for yourself by sending just \$1.00 for a special trial SNOPAKE kit, containing a bottle of SNOPAKE in handy applicator bottle and a bottle of SNOPAKE Solvent.

Mail the coupon today and we'll rush your trial kit by return mail.

See Snoopake in use—Booth 21 OMAC Show

#### SPECIAL TRIAL OFFER

FOTOTYPE INC., 1411 Roscoe, Chicago 13

Enclosed is \$1.00 for the Snoopake Trial Kit.

Send to

Firm

Address

City

State

There's only  
**One**  
**DICKIE-  
RAYMOND**

DIRECT ADVERTISING  
and

SALES PROMOTION

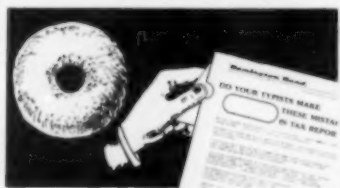
for 34 Years

★  
**Planning  
Writing  
Production**



521 FIFTH AVENUE  
NEW YORK  
SHERATON BUILDING  
470 ATLANTIC AVENUE,  
BOSTON

In Doughnuts... and Direct Mail, too...  
it's the HOLE that makes the DIFFERENCE!



A doughnut without its hole would be just another piece of cake. In direct mail, too, the hole in the letter adds a touch of individuality that separates it from other "look-alike" promotions... gets attention that means more results.

If direct mail is one of your problems, you'll want to know more about our kind of Sales Letter — with the built-in, pre-addressed reply card (or envelope) attached to the back of the letter. You'll want to see how it has helped leading companies boost responses, lower their cost-per-reply.

You'll be interested, too, in our one-stop service for creative printing and mailing that takes a load of direct mail details off your back.

Write for more information and samples of recent, successful promotions.



**SALES LETTERS**  
INCORPORATED

148 W. 23rd St., New York 11  
Telephone WAtkins 9-6028

sideration of statement enclosures. The standards arrived at were:

(1) *The item or items must:* (a) be of a type in universal use, (b) be timely and in season, (c) meet the quality standards of the store, (d) be at a combined profit and price that will result in profitable delivery, (e) be at a price that can result in an impulse phone call without the necessity of a family conference (exceptions to this rule allow prestige enclosures with approval of Management.

(2) *The enclosures must be attractive and appealing, conforming to all store policies, with no exceptions:* (a) other factors being equal, preference will be given to four-color enclosures, (b) the cost of the enclosure to be within reason, but quality of the merchandise offering and enclosures to have primary consideration, (c) enclosures to be selected at a monthly meeting of the general merchandise manager and the sales promotion manager, and ordered through the office of the sales promotion manager.

These rules met with some resistance at the beginning, and certain classifications of merchandise were fairly well ruled out of the statements. But the net results were more than satisfactory to the store as a whole. More customer interest was reported, and enclosure phone orders increased several-fold. In addition, the buyers learned to merchandise the enclosures as they merchandised other promotions, and arranged cycle delivery to conform to cycle billing.

### "Rag-Tag Bobtail Mob"

However good your present plans and standards are, you are hamstrung before you start by one factor beyond your control: you are being offered manufacturers' enclosure material that consists of the weirdest hodge-podge conceived by the mind of man. You spend years experimenting with formats, presentation techniques in your newspaper advertising so your towns people would know an ad to be yours even if you ran it without your logo. But if you use four manufacturers' enclosures in your statements, you present four unrelated pictures, a rag-tag bobtail mob.

It would be unfair to lay the onus of this situation at the doors of the manufacturers. Few of them, if any, have been given a yardstick for acceptable enclosures. Our study of the preparation of these enclosures shows that many manufacturers do a "loving-hands-at-home" type of preparation. Others have enclosures prepared for

them which are a good form of national advertising for the manufacturer, but are not a strong bid for immediate business in your particular store. Both of these drawbacks can and should be avoided.

### A Solution

There seems to be an awakening interest on the part of many stores to find a satisfactory solution to this presently unsatisfactory problem... an attempt to exploit this medium to its fullest degree. One of the nation's largest stores talked to us very recently on the subject, and presented a program they felt might be a solution. These are the steps:

1. *A group of stores, one store to a city, of approximately the same quality, but not necessarily the same volume, would indicate to us the manufacturers whose enclosures have been successful for them, month by month. This would be a starting point. From this list, and additional suggestions for enclosures on other items it was stated to us that each store would have an adequate number of enclosures from which to choose each month.*

2. *We would work with the manufacturers on participation in the cost, with you on the preparation of the enclosures.*

3. *We would produce for each participating store an individual jacket for each month. This jacket would contain the enclosures, and would have on its front your message of the month, which might be your January White Sales, February Furniture Sale, any message you might wish. The back of the jacket would contain your mail order blank.*

The result would be that you would have an interesting, completely wrapped up story each month, an enclosure promotion that would do credit to your store, exploiting the use of color. It would be a continued story that your customers would feel is distinctly yours... consistent, not only with your policies but with the accepted methods of good retail art and copy. Incidentally, it would always be possible for you to use some piece of your own within the jacket, such as your fur storage story.

This program would entail some work on your part, and probably some cost. There's nothing much worthwhile that doesn't entail a little of both. But it is our belief that with a minimum of each on your part, your statement enclosures can be made to do a consistent job of selling for you... because they will be appealing, attractive and newsworthy to your customers.

We would like to think this is the answer. If you have any additional thoughts on the subject, improvements or suggestions, we would be very interested to hear from you.

WRITE THIS NUMBER  
IN YOUR WORRY BOOK:

# H.R. 2988

YOU'LL HEAR A LOT ABOUT  
IT IN MONTHS TO COME!

A Report By H. H.:

Postmaster General Summerfield is hellbent for increased postal rates. No matter how! No consideration for the studious Carlson Committee Report of last year. No nothing . . . except an arbitrary and thoughtless upping of rates wherever he thinks the groups affected do not have sufficient force to fight for fair play.

On January 24, Summerfield sent his demands for new rates to the Speaker of the House. On January 25, Congressman Tom Murray, chairman of the House Post Office Committee, introduced Summerfield's bill H. R. 2988. Here are the scheduled demands:

First class — for first ounce — from 3¢ to 4¢.

Airmail — per ounce — from 6¢ to 7¢.

Second class — two annual jumps of 15% each over the present basic 1½¢ per pound (plus 30%).

No change in "free in county."

Third class — pound rate from 14¢ to 16¢. Bulk rate minimum from 1½¢ to 2¢. Annual permits from \$10 to \$20. Odd size rate from 3¢ to 5¢ each, minimum.

Get this! Individual pieces of third class (not mailed under bulk permit) from 2¢ to 3¢ each minimum.

Note: All charitable, veteran, religious, fraternal, union, etc., non-profit organizations exempted from the increase. (Making the second time such exemptions have been granted.)

That's the story, folks, except for a few incidentals. The fight starts from *here*. It doesn't take a high school graduate (or even a grammar school graduate) to read between the lines and see that the whole damn mess is a brazen sellout to the big publishers and a squeeze play on the little people.

We will try our best to give you folks around the country, who want to fight . . . some of the answers. You'll need 'em.

First, let's get rid of the "patron mail" subject. It's dead . . . but the scars will last a long, long time. I hope you people in the lettershop and printing fields will *never forget* what the newspapers did to you and your small customers by their untruthful, distorted and unethical campaign. Use their tirades and their now proven dangerous power to prove that direct mail must be pretty good in order to be feared so greatly.

The *best evidence* that the newspaper attacks on third class were a deliberate *conspiracy* is the *promptness* with which the attacks stopped im-
















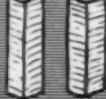





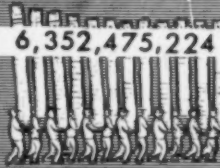

mediately after Summerfield capitulated. That was the payoff. Except for a few instances of one-day local newspapers bragging, "Look how great we are; we succeeded in protecting you dear housewives from junk mail" . . . the editorialists and columnists turned to other matters.\*

Ever since December 30, *The Reporter* has been flooded with letters and phone calls protesting against the discontinuance of patron mail. We've seen carbons of telegrams and letters to President Eisenhower, Summerfield and members of Congress. A few lukewarm articles in the advertising papers sympathized with "direct mail people." But mostly, the whole thing was brushed off as a dead and to-be-forgotten issue. George Kinter, in his *Highlights (Pittsburgh)* published the most acrimonious and truthful commentaries on the situation. We liked his lead-in, "Summerfield surrenders . . . to the newspapers in their battle to retain supremacy in 'junk' advertising."

We've also enjoyed reading carbons of the letters many friends around the

\*Note: One noticeable exception: The *Los Angeles Times*, as late as January 13, 1955, was still hammering editorially on all third class mail.



TYPE OF MAIL	REVENUE TO POST OFFICE	No. OF PIECES MAILED	WEIGHT IN POUNDS	No. OF PIECES PER CAPITA
<b>1st CLASS</b> Includes Postal & Post Cards)	\$ 901,327,219 	27,256,992,976 	748,992,251 	 180
<b>AIRMAIL</b> 	\$ 120,735,387 	1,429,697,906 	76,941,966 	
<b>2nd CLASS</b> 	\$ 55,305,312 	6,762,474,715 	2,496,589,646 	 42
<b>3rd CLASS</b> 	\$ 215,326,112 	12,003,641,950 	726,981,185 	 75
<b>PARCEL POST</b> ( Except Books ) 	\$ 471,450,816 	1,176,902,722 	6,352,475,224 	 8

## THE TRUTH -- FROM OFFICIAL POST OFFICE FIGURES

SOURCE: U.S. Post Office Cost Ascertainment Division Reports for Fiscal Year 1953

succeed. And it was succeeding. In spite of the newspaper attacks and trumped-up reports of hysterical housewives resenting all mail . . . the last Christmas season was the best ever for all the mail order people we've heard of. In other words . . . the fears of the professionals were unfounded. Impersonal direct mail to *selected areas* was just as logical as impersonal billboards, car cards or television commercials. More so.

(3) *Uninformed objectors.* The third group of opponents of patron mail were just influenced or frightened by the newspaper stories. I've seen many of their letters. They didn't make much sense . . . because they didn't know the facts.

*The Reporter* supported the "patron mail" experiment in spite of friendly

arguments with the three groups of objectors above, solely because we wanted the Post Office to have a money-saving and revenue-producing operation that might avoid further increases. *If given a chance*, we knew simplified addressing would work as well here as in Canada. We knew time would correct abuses. We knew that skillful use would help *little business*. The only thing that kept us battling was the knowledge that so many broadminded people in direct mail felt the same way.

And it didn't do any harm to know that at the last fall convention of the National Association of Postmasters, the delegates (representing 33,000 Postmasters) voted *unanimously* to recommend to the PMG the continuance of patron mail. Surveys *all over*

the country had *proved* the money-saving actualities of the operation. The Postmasters were (when the axe fell) just beginning to get organized to have the individual Postmasters answer the local attacks in the newspapers. The PMG disregarded the advice of his own working organization!

He was influenced more by the phony desk-pounding of the officers of the National Editorial Association (the powerful NEA). They professed to represent 7,000 newspapers. Brazenly claimed that patron mail was hurting newspaper advertising revenue. Claimed a \$31 million or something loss. (Newspaper lineage in December 1954 was 2.3% greater than Dec. 1953). But about 80% of the 7,000 small newspapers didn't go along with the officers. Why? We personally



interviewed many of them. Fight patron mail? Hell, no! Most of the smaller newspapers depend for their profits on their job printing plants which are kept busy four-fifths of the time turning out direct mail, stationery and office forms.

That's how phony some of the claims were . . . and it's taken all this time for retailers (for example) to find out how they, too, were raped by the press in an effort to hold their advertising. See January 17 issue of *Supermarket News* (Fairchild) article "Mail Rule to Hit Small Retailer." Say that again.

So . . . simplified addressing is dead in spite of its friends and the Postmasters. The newspapers, by dirty tactics, won their fight to hurt competition. We hope the producers of direct mail and the little users of the mail never forget it. Black jack selling is usually bad . . . but in this case it's justified. Local producers have plenty of arguments . . . and they should be able to find ways to make using direct mail easier and more economical for the local merchants, banks, etc., who do not get much of a break on their hurried-in-confusion newspaper advertising.

In your coming arguments with Congressmen over the rate bill, ask and ask again why the Post Office didn't stand up and fight for a logical money-saving and money-making operation. Why did the Post Office allow the favored second class subsidy crowd to skuttle the boat? Those are the embarrassing questions.

And now, the Postmaster General will use the decess of patron mail as a further wedge to get increased postage rates from little people who can't defend themselves too well.

Go back and read Summerfield's proposals again. Read carefully. What's become of the studious report of the Carlson Committee? Why no attempt to separate the functions of the Post Office? Why first class rate of 4¢, when first class pays a handsome profit now? The average citizen can't protest loud enough. Why should third class get another big boost (it already had a 50% increase) when the publishers (who pay only \$58 million a year for 2½ billion pounds) get off for a song? Third class pays now about \$218 million a year for only 750 million pounds! Why an increase for airmail, when the Post Office has been experimenting successfully and profitably with sending ordinary first class (3¢) mail by air.

But the joker in the whole mess is



#### MORE PROOF OF A PHONY CAMPAIGN

Here's another un-retouched print of a staged shot used by the Pittsburgh Press. This scene was supposed to show an "overloaded" postman temporarily storing his excess "Junk Mail" weight inside a convenient household doorway. Such things are just NOT done. And, if you'll examine his left hand load . . . you'll see it's mostly magazines rather than 3rd Class!

the 3¢ minimum rate for ordinary non-bulk third class. That shows the seilout to the newspapers. They want to kill direct mail competition. About the only ones who use ordinary third class are local merchants . . . small business people. Choke them out of direct mail . . . and they will be forced into the overcrowded local newspapers. That's the racket. It should be fought to the last breath . . . until the whole postal structure is re-examined.

Five years ago (in the April 1949 *Reporter*), we printed an article entitled "Dear Congressman." It outlined three steps which should be taken to bring order out of chaos in the Post Office Department. The article was widely reprinted. One executive assistant to a Congressman wanted his boss to insert it in the *Congressional Record*, but the boss refused, saying "It makes too much sense, and no one considers postal rates by logic."

The article should be reprinted . . . but it's too long and some of the steps have been taken.

We (meaning combined opinions of many people interviewed) recommended in 1949 that three steps be taken. Those were:

**Step One:** Set up, once and for all, a definite method of dividing the functions of the Post Office into two groups. (a) Those public service functions covered by appropriations out of taxes. (b) Those commercial operations covered by income from the users of the mail.

**Step Two:** Fix rates for the various classes of mail by a businesslike, rate-fixing, permanent commission instead of by legislation.

**Step Three:** Authorize the establishment in the Post Office of a sales and publicity department.

Some parts of Step One have been followed since 1949. The Post Office is now getting credit for airmail subsidies; for franked mail of Congressmen; for penalty mail used by other departments. But what about all the other *free jobs* of the Post Office?

Here is a partial list of the services performed by the post office (for free) act-

1. Assists the FBI and other law enforcement officers in the apprehension of criminals.
2. Helps the armed services in the identification of deceased soldiers.
3. Aids the FHA (Federal Housing Administration) in making loans to the poor.
4. Assists the Treasury Department in the sale of defense bonds and stamps.
5. Acts as an agent of the Department of the Interior in the sale of stamps.
6. Makes flags for Veterans of the War on behalf of the Department of War.
7. Furnishes a secretary to the Civil Service Commission to maintain an information system.
8. Registers aliens for the Department of Internal Security.
9. Receives and transmits money for charities: Heart Fund, Children, Polio, etc.
10. Certifies widows and orphans for continued support.
11. Witnesses the marking of property for the marking of property.
12. Witnesses declarations of property for private bondsmen.
13. Furnishes office space for the lights, etc., to other agencies.
14. Helps to enforce federal laws against those against lotteries.

Shouldn't the Post Office be credited in a lump sum for this? Should the cost of the mail be asked to be paid when it's more than the cost come from government?

And what about the parcel post system inaugurated to help the country? There are over 32,500 rural delivery points serving 35 million people. The system "pays its way."

Integrated with rural delivery, the parcel post system inaugurated as a benefit to the rural areas. (The parcel post idea was developed and pushed through by the National Rural Letter Carriers Association. It brought prize and success to the rural areas. Shouldn't part of the cost be flung rural delivery? Shouldn't it be considered as *public service*? Shouldn't the line of the Agriculture Department (and the Treasury). When we are all arguing that the rates, a powerful lobby is trying to wreck the system by hamstringing it with weight limitations, etc. The sorry part of it is that the express companies can't handle the job done by the parcel post system. They don't have offices. They don't work week. They can't offer equal services . . .

s a partial list of its extracur-  
(for free) activities:

ts the FBI and other law enforcement  
ers in the apprehension of criminals.  
s the armed services to find rela-  
of deceased servicemen.  
the FHA (Federal Housing Admin-  
ion) in making surveys of vacancies.  
ts the Treasury Department with  
of defense bonds, savings stamps,  
imentary stamps and confiscated  
erty.

as an agent of the Department of  
Interior in the sale of bird hunting  
ps.

es flags for Veterans' funerals avail-  
on behalf of the Veterans Adminis-  
on.

ishes a secretary and board of exam-  
ers to the Civil Service Commission and  
tain an information window.

sters aliens for the State Department.  
tributes income tax forms for the De-  
ment of Internal Revenue.

ives and transmits funds for volun-  
charities: Heart, Cancer, Crippled  
lren, Polio, etc.

fies widows and children in January  
uly for continued pension benefits.  
esses the marking of absentee ballots.  
esses declarations of competence by  
te bondsmen.

ishes office space, janitor service,  
s, etc., to other agencies.  
s to enforce federal laws, such as  
against lotteries.

didn't the Post Office "deficit"  
ited in a lump sum for all of  
ould the commercial users of  
l be asked to pay through the  
hen it's more logical to have  
come from general tax funds?

what about the rural free de-  
ystem inaugurated back in 1896  
o the country grow? Today  
e over 32,500 rural routes serv-  
million people but not one of  
pays its way."

rated with rural delivery is the  
ost system inaugurated in 1913  
nefit to the rural community.  
parcel post idea was originated  
hed through by the Baby Chick  
ion. It brought new enter-  
nd success to the farm areas.)

't part of the cost of the far-  
rural delivery system be con-  
as public service? It's the life-  
the Agriculture Department  
e Treasury). And right now  
e are all arguing about postal  
powerful lobby in Washing-  
trying to wreck the parcel post

by hamstringing size and  
limitations, increased prices,  
e sorry part of that picture is  
e lobbyists for the railroads and  
companies couldn't possibly  
he job done by the parcel post

They don't have 42,000 branch  
They don't work seven days a  
They can't offer anything like  
services . . . especially in the

rural areas. (More of that in later  
issues.)

And what about the nearly 42,000  
Post Offices? Should commercial users  
pay for the cost of all of them? It's  
estimated that about 130 post offices  
in the country account for 63% of  
the total postal revenue. No one seems  
to know for sure, but there are not  
more than 2,500 post offices in the  
country that take in enough revenue  
to pay the bare cost of the Postmaster  
and clerical salaries. Among the more  
than 30,000 third and fourth class  
offices there is at least one which takes  
in less than \$2 a year. In other words,  
this farflung postal system is a *struc-  
ture of government*. It is necessary for  
the government to function. No private  
enterprise could run an operation  
where the majority of branch offices  
were unprofitable.

Why can't *somebody*, unswayed by  
lobbyists, figure out a system to show  
what percentage of total Post Office  
cost should be covered by appropri-  
ations as a necessary function of govern-  
ment . . . just as all the other non-  
revenue-producing departments? If  
this were done, the PMG wouldn't  
have to be yelling about "deficits." If  
this could have been done, the Presi-  
dent's message to Congress about the  
Post Office would have been much  
clearer and more correct. The Presi-  
dent listed the "operating deficits" as  
follows:

Fiscal Year	Operating Deficit
1950	\$589,500,000
1951	551,500,000
1952	727,000,000
1953	618,800,000
1954	399,100,000

The President would have been  
more accurate if the PMG had ad-  
mitted that the reduced deficit in fiscal  
1954 was partly due to the switch in  
accounting which gave credit for air-  
mail subsidies, franked and penalty  
mail.

If all the other subsidies and public  
service functions were likewise cred-  
ited, there probably wouldn't be *any*  
*deficit*. The rural mail system *alone*  
should be worth \$400 million to the  
government. What's that in compari-  
son to other sums spent so freely for  
this, that and everything?

So much for Step One.

Hold Step Two for a minute. Step  
Three is in the process . . . but not by  
Congress or the Department. The Na-  
tional Association of Postmasters has  
started a public relations and selling  
job. (See story on page 29.) Many pos-  
sibilities, if someone doesn't throw a  
monkey wrench. Newspapers don't  
want the Post Office to be too aggres-  
sively efficient.

All right . . . Step Two. Maybe we  
were wrong in recommending a sepa-  
rate rate-fixing commission. Many are  
opposed to it. Largely for selfish rea-  
sons. Think they can "lobby better" as  
things are now. But surely there could  
be a dignified joint rate-fixing body  
under the supervision of Congress . . .  
similar to the Carlson Committee of  
1954.

If the actual cost of running the Post  
Office for commercial and public users  
could be established (after deducting  
all subsidies, government services and  
whatnot, including loss in revenue suf-  
fered by giving non-profit organiza-  
tions an exemption on rates) . . . then  
a rate-fixing body could do an intelli-  
gent job.



In the 1949 report, we showed a  
picture of five stacks of mail: (1) 100  
postal cards; (2) 100 letters of 1/2  
ounce average; (3) 100 second class  
magazines (*The Reporter*); (4) 100  
third class letters at maximum weight  
for minimum rate; and (5) 100 parcel  
post packages of one pound using  
fourth zone as average. We showed  
(by cards), *weight of each stack* and  
the amount paid to Post Office for  
carrying.

If we had the time and energy, we'd  
stage another similar picture. Would  
make the whole rate arguments of Mr.  
Summerfield look silly.

In the picture . . . the most disturb-  
ing focal spot is stack (3), the sec-  
ond class publications. The founders  
of the postal system inaugurated low  
second class rates in order to spread  
education throughout our sparsely  
settled communities. But I doubt if  
they visualized this day of large pub-  
lishing empires coasting along and  
profiting by an antiquated rate struc-  
ture designed only for a poor and un-  
developed country.

We'll reprint here some of the  
things said in 1949:

The second class rate situation is  
a mess. I don't know what the rates  
should be. No one does. I'm not  
fighting the publishers. I'm a pub-  
lisher myself, in a small way.



A long, long time ago, a former Assistant Postmaster General confided in me, "Henry, second class rates are a parasitical growth on the structure of government and nothing can be done about it." I've never forgotten that description... but I think it's time for the publishing industry to grow up.

All this talk about second class rates being established to promote education and culture is as outmoded as the horse and buggy. All this high talk about publishers being interested *solely* in informing the public, increasing culture, improving education, is downright dishonest. The old myth that magazines are produced for the readers is what it is... a myth. The real truth is that publishers are in business to... make money. Most magazines are produced for the advertisers. All arguments that a free press demands a subsidy are silly.

All arguments that any increase in postal charges will fall on the readers of publications are absurd. The increase, whatever is justified, should be borne by the advertiser. For him the vehicle was created.

I don't know what the second class rates should be. Surely it's evident they should be higher. My rate should be higher. Why doesn't the publishing industry stop grafting on the government and help work out a satisfactory rate?

Publishers generally might be agreeable to a new rate for "red tag service." Users of penny postal cards (now 2¢) would be boiling mad if they knew all the inside "dope" about magazines of "urgent news interest" which get "red tag service"... meaning better than first class mail service. And yet those magazines weigh 1000% more than the postal cards and pay about the same or little more than the

postal card rate.

Concerning all the inane hullabaloo over small religious, fraternal, etc., publications being forced out of the mail if they have to pay a decent postal rate... that's a debatable question. If any organization can't stand a reasonable, equitable rate, then perhaps it should go out of business.

Some of my publisher friends will dislike these statements. But if they would face the facts and the truth, this rate situation could be licked. Everyone should want to pay his own way. The postal card and third class mail users should pay their own way. But that way cannot be estimated until Step One (previously mentioned) is taken, and until the loss-producing subsidy on second class is adjusted sanely. One group should not be taxed at the expense of another... for political or any other kind of expediency.

So much for the 1949 quotes. The arguments are still good... conditions the same. Just so you'll know the real, recent facts: **STUDY THE CHART ON PAGE 26.** It shows the true figures, combined from the various separate reports of the Post Office Cost Ascertainment Div. for fiscal 1953. (As we went to press, official 1954 figures were not yet released.)

Study those figures carefully. Keep them for future reference... and argument. Very few people know what the actual picture is. See the third and middle row of figures. That's what is wrong with the Post Office. That row proves the fallacy of the newspaper attacks against direct mail. *The Post Office is staggering under the load of second class publications.*

The combined weight of first class, airmail and third class is 1,552,915,402 (1½ billion) pounds for which the Post Office collects \$1,237,388,718. That combined weight is less than the 2½ billion pounds dumped into the postal system by the publishers, for which they pay a measly \$55 million. *Is it any wonder the Post Office is in trouble?*

During the height of the newspaper attacks on direct mail, we (and others) interviewed a number of postal carriers. It had been said that the carriers were staggering under the load of "junk mail." Off the record, every carrier will admit that Friday is the day they hate most. That's the day when most of the "red tag" weekly publications must be distributed. And they really stagger.

Just a few points more and then we'll go back to work on more pleasing subjects, like making direct mail work better.

We've told our publisher friends that, *in our opinion*, they are making a big mistake in their current mailings (from a lobbying standpoint).

During January 1955, the mails were

flooded (really flooded) with subscription appeals by nearly every major national magazine. We've been collecting specimens of each. Think we have all of them. Happen to know the Post Office and congressional offices are collecting them, too.

What's the mistake? In practically every case, prospects are being offered a fifty percent discount from the regular subscription price. We could name them all... but you know them.

Take *Reader's Digest* for example (have no qualms about mentioning because they started the mass attack on direct mail). *Reader's Digest* dumped millions of 50% discount offers into the mail. That's a \$1.50 "saving" per subscriber a year. *Reader's Digest* weighs about five ounces per copy and at the present ridiculous rates, pays about 0.609¢ per 100 copies, or 6/10 of a cent each in postage. That is 7-1/5 cents per subscriber per year. The publishers claim they cannot afford any more postage. They will probably fight even the proposed 30% raise. And yet they offer subscribers a 50% discount, which amounts to a whole lot more than even a 100% or 200% or 300% raise in postage rates.

The more you figure, the worse it gets. Why can't the publishers accept a realistic, modern-day view toward the Post Office? Cut out the discounts. Pay a fair share of the Post Office cost. Stop trying to put the load of carrying their mail on the backs of the individual citizens (4¢ letters) and

the business people who use the mails to sell.

If Congress continues to be dominated by the publishers, and if it's decided to continue the second class subsidy indefinitely... then let the people know the *real facts*. Somebody has suggested that there be a *fifth Classification* of mail... and it might not be a bad idea.

Group under the fifth class all the subsidy (less than cost) services. That would include second class, free in county, loss suffered by giving non-profit organizations a lower rate, etc. Add to this all public service costs of the Post Office. Publish the figures *annually*. Let the people know. Then charge the commercial organizations and the public a rate that makes them pay their way. If that were done, third class mail users, *even at present rates*, would be getting *refund checks*.

We'll go along with the avowed policy of the Associated Third Class Mail Users (and any other similarly-minded organization) in complete opposition to any third class increase. Ditto for first class. And we'll keep opposing... until sensible minds do something about crediting the Post Office for its public service operations... and about straightening out the mess of the second class subsidy.

The organizations connected with the graphic arts and direct mail should stop pussyfooting and being afraid. Dig in. Stand up and fight. If Summerfield puts over his abortive 3¢ rate on regular third class, direct mail will suffer. The newspapers will have won *another victory*.

You have the answers. Spread the story.



# Postmasters And Their Customers Get Together

On January 18, 1955 (at the Roosevelt in New York) there was a small meeting which may have far-reaching effects in the development of better relations between the Post Office and you, its customer.

Here's the background on something you should watch. During Larry Chait's term as president of the Direct Mail Advertising Association he promoted the idea that there should be some sort of liaison committee between the DMAA and the Postmasters Association (not the Department) . . . to foster better working relations . . . and to promote projects beneficial to the postal service.

Larry induced Harry Porter of Harris-Seybold, Cleveland (former DMAA President) to take the chairmanship and sound out the possibilities. Harry spent major part of a year doing the "sounding out" by letters and interviews.

There was a preliminary meeting in Washington February 23rd, 1954 . . . but the get-together on January 18th was the first formal effort to get the ball rolling.

Representing the National Association of Postmasters (33,000 members) was Raymond V. McNamara, Postmaster, Haverhill, Mass. (President of NAPUS); Ralph P. Mayo, Postmaster, University of Richmond, Virginia (Director of Public Relations, NAPUS) and Robert H. Schaffer, Acting Postmaster, New York City.

For the DMAA, in addition to Harry Porter, there was a temporary committee of observers and counsellors including Arthur W. Theiss, Patriot Life Insurance Co., N. Y. C. (President of DMAA); Lester Suhler, *Look Magazine*, Des Moines, Iowa; T. V. Bihler, *Journal of Commerce*, N. Y. C., Stewart S. Jurist, DMAA, N. Y. C. and this reporter.

Mr. McNamara is appointing a permanent committee for the NAPUS; Harry Porter and Art Theiss are doing likewise for the DMAA. The two groups are meeting jointly on Febru-

ary 11th in Washington, concurrently with DMAA Board Meeting.

The idea behind the whole venture is . . . cooperation. No lobbying. No axe grinding. What can the mail users do to help the Postmasters do a better job? What can the Postmasters do to help the mail users do a better job? Simple!

For the past three years, the National Association of Postmasters has become more sales minded or public relation conscious. This reporter was glad to hear that his old friend, Bill Woodard, Postmaster at North Chicago, Illinois (perpetual crusader for better direct mail) really furnished the spark (in a convention speech) which resulted in expanding the program of the NAPUS Educational Committee under the Chairmanship of Buddy Mayo, Postmaster University of Richmond, Virginia.

So far the Association has gotten behind the rural mailbox improvement program (see *Reporter*, June 1954 for Florida experiment sparked by Orlando Postmaster and DMAA member Ruth Gardner). The program is moving ahead rapidly . . . particularly in Michigan. There will be a Mailbox Beautification week beginning May 16, 1955 . . . and mail users will be urged to cooperate with their local

Postmasters in stimulating interest.

One big project has been completed by Buddy Mayo and his committee. Late last year they produced a 176 page, 6" x 9" paper bound book "*The Art and Business of The Postmaster*". It's a lulu. A miniature training program for Post Office executives. Internal PLUS public relations . . . and salesmanship. Enjoyed every word of it . . . especially the history of Post Office and the section on experiments in increasing sales of profitable services.

We think mail users would be interested . . . and suggest you get a copy through Mr. Mayo's office, at the University of Richmond, Virginia. Price, \$1.80 per copy. You'll get to know your Post Office better by reading it. Maybe you can think up additional ideas to help your local Postmaster.

For instance, Bill Woodard reported on several experiments to increase sales of profitable services. The Department average of "Return Receipt Requested" on insured or registered articles is only one for each 132 so mailed. By getting the window clerks to say: "You wish a return receipt, of course" the average became one return receipt to every two and a half registered or insured letters or parcels.

Another experiment in a small office — clerks were instructed to say: "Would you like your letter (or parcel) delivered tomorrow morning?" Resulted in big increase of Airmail, Special Delivery, Special Handling, depending on nature of the mail. One window handling about 38 such parcels per day averaged 15 specials where one was the previous usual rate.

There are plenty of other case histories of "postal engineering" . . . how the Postmaster or his assistants helped the mailer do a better job by

Harry Porter



Raymond V. McNamara





# I D E A S W A N T E D



Sometime ago, A. L. (Al) Spitler of Cavanagh Printing Company, 1523 South 10th Street, St. Louis 4, Missouri, wrote us and asked if anyone had developed an advertising slug for postage meter machines to promote direct mail. Although there have been many good ones designed by individual companies, we've never seen any propagated by the direct mail industry as a whole.

So we suggested to Al that he form a committee of one to promote the idea . . . and get Cavanagh's creative department to submit ideas.

Reproduced here are the first rough suggestions submitted by Cavanagh. Which do you like best? Do you think you have a better idea? If so . . . send them in. You don't have to be an artist. Just try to think up a suitable slogan you think best exemplifies the overall benefits of direct mail.

Work the slogan into a rough sketch. Just remember it will be reproduced from a meter plate. Size: 1" x 1 3/4". It would be good to get a series of different postage meter slugs circulating throughout the country.

Let's get this going quickly. It shouldn't take Pitney-Bowes long to get set to furnish plates. So send us your ideas. Right away.

We also understand that Leo Bott of Chicago is working on an idea for a gummed stamp for mailing pieces which will promote the value of direct mail. If you have any ideas on this, send them in too.

Maybe this is a subtle way of counteracting some of the damage done by the !&\*?!!!%!!- newspaper campaign against direct mail. Send us your ideas as soon as possible.

# HOW SELLS MAIL ORDER SPACE BY "TALKING SHOP" WITH ADVERTISERS

by Dudley Lufkin, Field Editor

The current February issue of *Esquire* magazine gets off to an exciting start with a lead article profile of "The Sexiest City In The World". Under this provocative title, feature writer Helen Lawrenson takes American male readers on a saucy tour of "toxic", "hypnotic" Havana, Cuba. Knowing her audience well, Miss Lawrenson establishes immediate interest by beginning: "Lucrezia was a Cuban whore who looked like Norma Shearer, the old-time movie star . . ."

Page 123 of the same issue begins "Talking Shop With *Esquire*", the magazine's popular monthly mail order department. Under this faithfully-followed title, editorial and advertising columns guide the same audience through a showcase of luxury products. February's mail order editorial columns establish immediate interest in a \$49 pair of earrings by beginning: "To My Valentine . . . a pair of 'Hungarian' earrings designed exclusively by Jolie Gabor, mama of the fabulous Gabor sisters . . ."

This combination of sexy, romantic, exciting editorial content dished up by

Miss Lawrenson, and the unusual mail order content provided by Zsa Zsa and Eva's mama is no per-chance publishing accident. On the contrary, it is very typical of a well-calculated monthly occurrence catering to 7,000,000 cream-of-the-spending-crop readers.\* It is part of a balanced blend of sex and sophistication which has made *Esquire* a monthly institution.

The responsibility of building and maintaining *Esquire's* unusual mail order lineage (as well as controlling its quality) rests with Norman L. Aronson, young manager of "Talking Shop With *Esquire*" and his mail order-wise staff. To keep this lineage at its high peak, Norman uses an almost endless number of top-flight salesmen. Seven of them are crackjack field representatives with offices in key cities. The rest are factual, convincing direct mail shots which pull in space orders all by themselves as well as open doors for the representatives.

\*Based on survey of 10.2 readers per copy. Publisher's Statement lists *Esquire's* total circulation in excess of 700,000.

## "Talking Shop" With Advertisers


Although *Esquire's* highest-income, highest-spending readers\* make dandy statistics for Madison Avenue-type circulation and media studies, the mail order department leaves that approach pretty much to their brothers in the general display department who must deal more often than not with big 4-A agencies. Instead of putting "Mr. Average *Esquire* Reader" under a research microscope to point out how much he makes per year or spends per Cadillac, "Talking Shop With *Esquire's*" direct mail approach to mail order operators is focused on the one important thing operators really want to know about: *tangible sales results* . . . the black and white reality of what the ad in *Esquire* cost, and exactly how much in cash orders it pulled in.

The direct mail literally "talks shop" with mail order advertisers in terms they understand best: *investment* and

\*According to 1953 Starch Consumer Report, *Esquire* readers have the highest income of any magazine of equal or greater circulation.

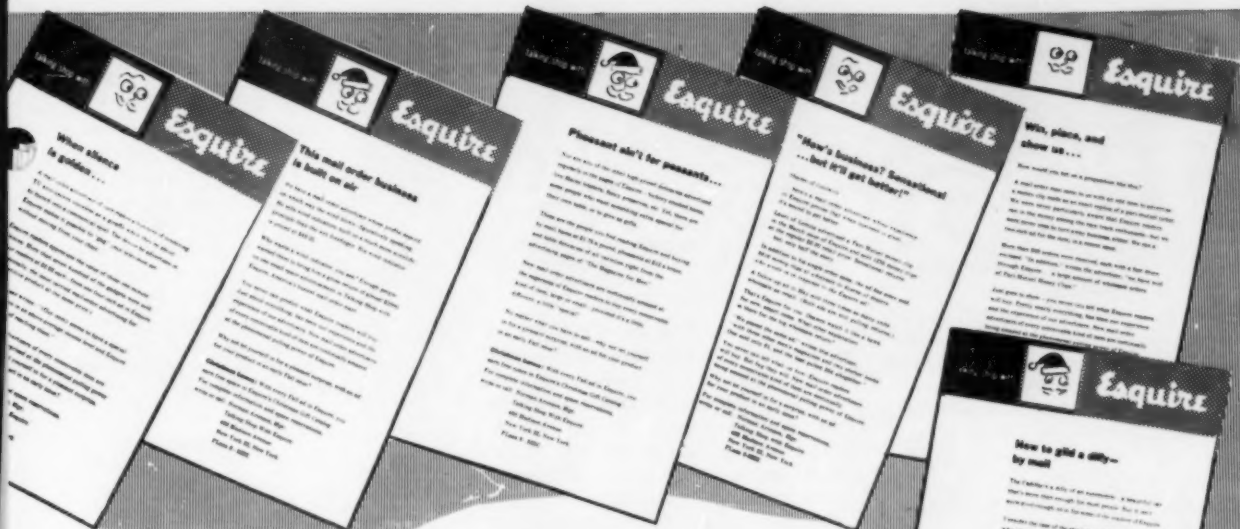


Esquire's big Christmas Gift Catalog offers mail order advertisers a 25,000 circulation bonus. They get free space in it for taking 1/8 page or more in *Esquire*.



Esquire's Christmas Gift Mail Order Catalog 1954





**"Talking Shop" post cards tell mail order advertisers about Esquire results with a series of monthly success stories.**

return. The talking is done with a monthly series of mail order case histories about advertisers who have hit the jackpot with *Esquire*. The magazine's pulling power seems to provide plenty of copy material for the Sales Promotion Department which creates the promotion campaign. Norman feeds the Sales Promotion Department monthly "Talking Shop" success stories which they work into attractive, giant-size post cards. Designed for simplicity, the cards are given continuity with a continuing two-color masthead appropriately titled "Talking Shop With Esquire". Every month, on the dot, the cards are mailed to *Esquire's* private list of about 10,000 mail order sellers.

**Good Mail Order Copy**

The cards may be simple and inexpensive to print, but no pains are spared when it comes to creating the copy they carry. Both Norman and

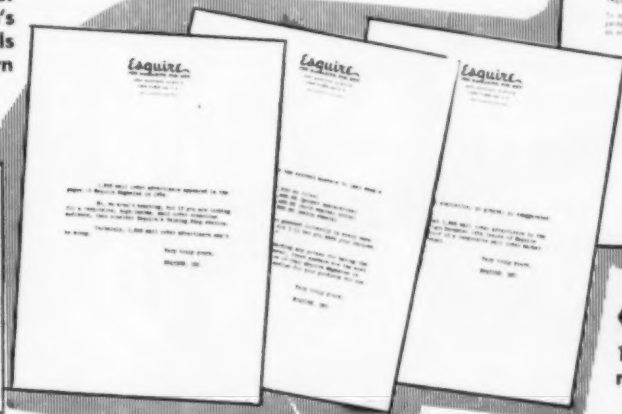
the Sales Promotion Department copywriters know only too well that experienced mail order advertisers, hardened by years of testing and analyzing their own copy for immediate cash register results, must *really* be convinced. When reading space sale promotions, many mail order advertisers are not unlike the age-old theatrical agent who consents to audition a young, hopeful but nervous comedian. While busy shuffling papers on his desk, the agent never looks up as he aloofly mumbles: "Okay, you say you're a comic — so make me laugh . . ."

Copy for the "Talking Shop With Esquire" mailers doesn't make prospects laugh, but it does make them look . . . twice. Each success story is



Short-but-sweet letters are sent to the 10,000 prospects between regularly-scheduled mailers.

mid-summer tabloid newspaper gives details about *Esquire's* Christmas Catalog and tells advertisers how they can earn free space in it.



written in a breezy, light selling style that smacks of good mail order copy. Each dollar-and-cent case history is given a catchy, mail order headline. The "Talking Shop" promotion series almost becomes a monthly one-page *Esquire* house organ, dedicated to proving that as far as *Esquire* is concerned . . . there is never a slump in the mail order business. Mail order operators who are continually besieged with trade reports on how "risky", "uncertain", and downright "impossible" their business is, welcome the optimistic atmosphere surrounding the success story post cards. When the cards arrive, none of the prospects reach for a pair of rose colored glasses. They are too well-schooled in the school of hard mail order knocks for delusions of grandeur. Yet, after reading the cards, they still hope something similar will happen to them . . . whether it's via *Esquire's* pages or not. Consider, for example, the impression made by this typical "Talking Shop" promotion message:

INVESTMENT: \$ 304.50  
RETURN: \$11,465.00

Sweet music to a mail-order man's ears. Spend \$1 in advertising. Get back \$38 in direct, identifiable sales results. That's mail-order advertising at its maximum peak of efficiency.

And that's exactly what happened to the Clipper Casual Manufacturing Company of Lynn, Massachusetts, when it mail-order advertised in *Esquire*. One 42-line insertion, cost \$304.50; produced \$11,465 worth of business; sold a fabulous 700 pairs of cold-weather boots priced at \$14.95 a pair.

An easy-to-sell item? Hardly! Not when the customer has got to be satisfied as to size and fit by mail.

But unusual results are *Esquire's* forte. Issue after issue, *Esquire* pays off for its mail-order advertisers; yields handsome dividends from minimum investments. Why don't you try the market?

*Esquire's* mail order space promotion is by no means restricted to the card campaign. Other formats are used, including folders, self-mailers and the old stand-by, letters, which Norman writes himself. He usually keeps them short and sweet . . . just enough to whet prospect's interest in *Esquire* between mailings from the Sales Promotion Department. A mail order "quiz" series has been very successful. Over a listing of multiple choice answers, the headline asks: "How much merchandise do you estimate these ads in *Esquire* sold?" Answers are mailed a week later, making a perfect entree for the follow-up.

#### Look Who's Reading *Esquire*

We mentioned that there is very little close-scrutiny of typical *Esquire* readers in the mail order department's direct mail. But there is one vital market statistic which Norman likes to constantly bring to the attention of his mail order prospects. It's the surprising if not startling fact that almost half of *Esquire's* readers are women.

Christmas issue post card mailings urge advertisers to cash in on *Esquire's* big-spending mail order gift buyers.

There is no doubt that *Esquire* is "The Magazine For Men" . . . but as one promotion piece points out: *The ladies refuse to concede it!* Perhaps hubby's better half pounces on his *Esquire* to see if the pin-ups are all right for him to look at and she gets interested in the stories herself. In any event, it's a fact that in 9 out of 10 *Esquire* homes the woman of the house shops the pages of the magazine as much as her husband. This joint-return combination offers a wide open market for unlimited home products as well as gifts and novelties. The importance *Esquire* places on the feminine influence can be seen by the fact that "Talking Shop" and Gift editorial matter rests in the hands of an editor named Virginia Reilly and her associate named Jane Healy. It's probably not by chance either that editor-in-chief Frederic A. Birmingham enlists the services of a Helen Lawrenson for his lead articles.

#### The Big Bonus

*Esquire* also concentrates on a year-long promotion for its own big mail order item, a publication known as *Esquire's Mail Order Christmas Gift Catalog*. Advertisers who run a minimum of 1/8 page (84 lines) in *Esquire* during the year earn free space in the catalog. Recently completing its third year of publication this past Christmas, the catalog is sold entirely by mail at 25¢ per copy. Newspaper advertising in 31 major dailies and heavy promotion in *Esquire* and *Coronet* sold 25,000 copies.

Midway during the summer "Talking Shop" promotion is enlarged to a special newspaper format mailing. This *Christmas Catalog Edition* gives prospective *Esquire* mail order advertisers the full story of how they can earn free space in the catalog. It also tells them that the catalog's inside and back covers are for sale at \$600 as well as the center spread at \$1100. For the past two years, Saladmaster Sales, Inc., Dallas, Texas, has taken the back cover for their \$29.95 food cutter. Result has been a sell-out for Saladmaster, two years in a row. Of the 195 free-space riders in last year's edition, many consider the catalog their biggest advertising bonus.

In addition to the Christmas catalog, Norman also has his hands full with a new eastern edition of *Esquire* for which he also takes charge of advertising. *Esquire's* eastern edition now makes it possible for advertisers to buy only the seaboard market of 12 Atlantic coast states with a total circulation of 208,519.



## "People Do Strike Oil"

Norman Aronson is more skeptical than anyone about get-rich-quick mail order schemes; but he knows, too, that sometimes people do strike oil in their own backyards with a wildfire item. He's pleasantly surprised when he occasionally finds *Esquire* putting people into the mail order business. It doesn't happen often; but it did happen to Alex Loeb, Inc., a small department store in Meridian, Mississippi.

Harry Mayer, 30-year-old buyer for the store, ran across a novel pair of men's undershorts. Material was an authentic reproduction of a newspaper sports page, complete with sports pictures and news items. Mr. Mayer thought they might appeal to many men other than those in Meridian, so he took a 4-inch flyer in "Talking Shop". The ad cleaned out 1,000 pairs of the shorts and he had to cancel it because the manufacturer could supply no more of the pattern. "We were out of the mail order business almost before we started," Mr. Mayer recalls.

But almost a year later he saw a man in Loeb's hat department trying on a Fort Worth, Texas hat. These cowboy chapeaus have been worn in the west since the days of the Alamo . . . but no one ever thought of selling them by mail. Harry did . . . and took a 5-inch space in *Esquire*. The ad put Loeb's back in the mail order business by selling \$3,000 worth of the Fort Worth hats inside of four weeks. Over 25% of the orders for the \$15 item came from Texas where the hat was invented. Today, Alex Loeb, Inc., takes half-pages in *Esquire* to sell their other lines . . . but to *Esquire's* mail order followers they're still remembered as the "Texas Hat King" from Mississippi.

What *Esquire* readers will buy is unpredictable. "Talking Shop With *Esquire*" columns have featured everything from 50¢ shares of stock in Broadway shows to underwater movie cameras selling by mail at \$1,990. But Loeb's success is typical of the parade of case histories "Talking Shop" uses in its direct mail promotion. Old, well-established houses as well as newcomers are among the alumni of the success story campaign. The mail promotion does a whale of a job helping the seven field men rack up advertising lineage. With the direct mail help, they sold 95½ pages of "Talking Shop With *Esquire*" advertising last year . . . plus more than 21 pages of additional display space.

Proof enough that "Talking Shop With *Esquire*" isn't just "talking" . . . it's *selling* too!



Mail  
it's in the bag:  
increased returns  
when your  
envelopes are  
designed  
by  
**TENSION  
ENVELOPE  
CORP.**

NEW YORK 36, N. Y. • 522 Fifth Avenue  
ST. LOUIS 10, MO. • 5001 Southwest Ave.  
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My check for \$\_\_\_\_\_ is enclosed.

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\$2.00  
per copy



# A STRAIGHT-SELLING SUBSCRIPTION CAMPAIGN FROM ENGLAND

British publishers sell American subscriptions without give-away price deals and other gimmicks.

There are so many subscription offers flooding the mails today which carry "half price" deals, frantic "last-chance" pleas, outlandish "premium" offers and a myriad of other madcap gimmicks . . . that it is refreshing to report on a sober, straight-selling subscription campaign. Strangely enough, it originates in England.

Iliffe & Sons, Ltd., Dorset House, Stamford St., London S.E. 1, is one of England's largest and respected publishing houses. Among some of the world-wide titles they publish are *Yachting World*, *Motor Cycle*, *The Autocar*, *Amateur Photographer*, etc. To sell them, Iliffe & Sons uses a considerable amount of direct mail . . . especially in the United States. To get subscribers over here, Iliffe slants all their messages (mostly letters) to American styles and American pin-pointed lists. To aid the effort, Iliffe has a number of subscription outlets here in the States. British Publications, Inc., 30 E. 60th St., N. Y. C.; British Cycle Subscriptions, Govens Station, Md.; Autobooks, 2608 Magnolia Blvd., Burbank, Calif.; and Motor Publica-

tions, Inc. 511 11th St., Washington, D. C. are only a few.

In spite of this representation in major U. S. cities, Iliffe sales promotion manager S. Rothstone says they aren't pushing Iliffe magazines for mass sales. "We aren't out to sell millions of American subscriptions," he reports, "but rather to attract the cream of the readership our magazines (both consumer and industrial) want."

Mr. Rothstone finds the best way to get this "cream" is not water his subscription letters down with a lot of milky offers. Iliffe magazines and their informative contents seem to be way more important than the price one has to pay to get them. Although the selling is hard, it's not high pressure. American sportscar enthusiasts for example, are told they can get all the information on the latest models from both Europe and America in *Autocar*. American enthusiasts don't consider \$10 too high for 52 weekly copies.

The only "premiums" offered on Iliffe books are special issues: an extra motor show or exhibition number, or

perhaps a big buyers' guide feature. Of course, standard reduced rates for long-term subscriptions are offered on the magazines . . . but the pitch for them in promotion letters is saved for the next-to-last paragraphs. The main copy approach is the magazine itself . . . how it will benefit the subscriber and why he should subscribe — at the regular price.

Speaking of the format for Iliffe's American subscription letters, Mr. Rothstone says "Two pagers are our main style. But for the first time, we have a three pager in the works. We have to send what is considered by British standards a fairly lengthy letter . . . because in most cases the prospect has never heard of our magazine — let alone seen one."

Whether he uses one, two or three pages, our hat is off to Mr. Rothstone for what he puts on them. No gimmicks. No break-the-bank discounts. No "personalized reservations" mailed to a list of 100,000. Just a sober, straight selling — and successful — campaign from England.

## Autocar

The Leading Motoring Journal - Founded 1893

PUBLISHERS: ILLIFFE & SONS LTD

TELEGRAMS: AUTOCAR, LONDON TELEPHONE: LONDON WATERLOO 1333 (20 LINES)

Please reply to:-

MOTOR PUBLICATIONS, INC.,  
311 ELEVENTH ST.,  
WASHINGTON 4, D.C. Dorset House  
Stamford Street  
London, S.E. 1

Ref: BR/A/50

1st September, 1954.

### WHAT'S BEEN GOING ON . . .

... "behind-the-scenes" in the world's automotive factories during 1954! What have the designers, the engineers ... the production experts and the research men been doing?

One thing you can be sure of. The answers -- in terms of glistening new cars, more powerful and more economical engines, better steering, better roadholding and new accessories -- will be displayed for all to see at the world-famous London International Motor Show to be held at Earls Court, London, in October.

Here will be the more-than-140 mph sports cars -- the Austin-Healey, Bristol, Bentley, Jaguar, Sunbeam Alpine and many others ... the roadsters, the silent saloons, and the luxurious limousines.

Cars for the specialist-marque owner, cars for the stylist, cars for the customizer ... cars for sport, for pleasure, for business -- cars for everybody!

And ALL of them -- every single one -- will be reported, commented upon, and -- in nearly every case -- pictured, in the three huge Show issues of THE AUTOCAR -- Britain's leading motoring magazine. Published in consecutive weeks during October, these three numbers will between them present a panoramic review of the whole of this vast exhibition. Totalling close on a thousand information-packed pages, they'll bring you right up-to-the-minute with the world's latest cars.

READING THESE ISSUES WILL BE THE NEXT BEST THING TO A PERSONAL INSPECTION OF THE SHOW. IN SOME ASPECTS EVEN BETTER, BECAUSE YOUR TOUR WILL BE CONDUCTED BY EXPERTS WHO ARE GRANTED SPECIAL FACILITIES TO PEER AND PRY, TO DELVE INTO THE HEARTS OF THE NEW CARS AND ENGINES AND REPORT PERSONALLY TO YOU IN WORD AND PICTURE!

Continued Page 2 . . . . .



# "Reed-able Copy"

A MONTHLY COPY CLINIC

Conducted by Orville Reed



**Reporter's Note:** This is the second monthly installment of our new copy clinic . . . conducted by Orville (Bus) Reed of Howell, Michigan. Bus will be assisted (or heckled) by all the copy hounds around the country who want to suggest ideas or submit copy for criticism. If you care to join the inner circle (no dues or fees) write to him C/O The Reporter.

HERE'S how one writer described a dictionary in a selling letter:

*"This is a big dictionary, well bound to last for years. It tells you what you want to know about any subject. With this dictionary it is no longer necessary for you to search through many encyclopedias to find answers you want to know. Everything is right here. It will be used by every member of the family from the youngest to the oldest."*

Sure, that paragraph gives vital information about the dictionary. But see what happens to this description in the hands of a direct mail writer who knows how to create excitement with words:

*"You'll heft it in your hands . . . feeling the good, solid weight of a volume that will last a lifetime! You'll open the big pages and make the exciting discovery that here at last is a volume that tells you what you want to know about a word or a subject. Never again will you go searching through old dictionaries and encyclopedias — and with this brand-new volume you'll see how wonderfully easy it is to learn and learn and learn . . . yes, every member of your family from school kids to grandmother!"*

In a few words this writer makes all other dictionaries appear to be out of date. He does it merely by saying, "Never again will you go searching through old dictionaries and encyclopedias." Notice, also, how he tells that this is a *big* volume that withstands rough handling: "You'll heft it in your hands . . . feeling the good, solid weight of a volume that will last a lifetime!" He got his effect with short, active verbs — last, heft, tells, see, learn. See how he gives new meaning to the word "weight" by using the qualifying adjective "solid." Observe how he puts "you" into the picture with the phrase "You'll open the big pages and make the exciting discovery, etc."

Some unknown (to me) writer once said:

*"Never fear big, long words. Big words name little things. All big things have little names — such as life and death, peace and war, or dawn, day, night, hope, love, home. Learn to use little words in a big way. It is hard to do — but they say what you mean. When you don't know what you mean — use big words. They often fool little people."*

## How About Formulas?

I am one who believes it impossible to reduce direct mail writing to a formula. It's been tried. Often. Some formulas are good — in their place. But too many copywriters swallow them whole.

Take the old AIDA formula — *Attention, Interest, Desire, Action*. It's a safe formula. It works in many cases. But it's not to be followed blindly. Of course you've got to get the reader's **ATTENTION** before your letter can do its job. But when you come to the next portion of the formula — **INTEREST** — you're talking about the same thing as attention, aren't you?

Many direct mail letters, folders, etc. don't ask for action of any kind. Their function is to build up the sales story in the mind of the prospect, little by little, make an overall impression, back up other types of advertising.

In some cases the old AIDA formula comes down to a simple ID — *Interest and Desire*.

The successful copywriter is the one who takes from all formulas portions which suit the job at hand, and uses them to the best of his abilities. Take the old one-syllable word formula concocted (if memory serves me right) by Cy Frailey,\* of which Max Ross of Old American Insurance Company is a proponent. Here it is:

For every 100 words you write, between 70 and 80 should be words of one syllable. You simply count out 100 words and then go back and count the words of one syllable.

\*Editor's Note: Wasn't it Randolph Flesch?

## Over 1,000 Shop Owners Know

that, as an aid in the creation and production of direct mail, MASA International is invaluable.

Join these 1,000 progressive commercial duplicators in promoting **your** industry.

A letter now will bring you a full description of membership services. . . .

Write:

## MAIL ADVERTISING SERVICE ASSOCIATION

18120 James Couzens Highway  
Detroit 35, Michigan

## FRAGRANCE

THE NEW DIMENSION IN  
**DIRECT MAIL**  
COMMANDS ATTENTION

## NOW!

YOU CAN SCENT  
ANY KIND OF PAPER  
WITH ANY FRAGRANCE  
OR AROMA  
ON A LETTER OR  
OFFSET PRESS

## HERE'S HOW:

WASH THE PRESS. PUT

## FPC FRAGRANCE OR AROMA COMPOUND

IN THE INK FOUNTAIN. USE  
A BLANK TINT PLATE AND RUN  
THE PRINTED PAPER THROUGH  
THE PRESS AGAIN.

All Flower or Modern Fragrances  
Food Aromas and Odors

## FRAGRANCE PROCESS COMPANY

73 SULLIVAN STREET  
NEW YORK 12, N. Y.  
PHONE: MO 3-1582

If you score between 70 and 80 words of one syllable for each 100 words you write, you're writing copy that is reasonably easy to understand. If you fall quite a bit below a score of 70, the chances are your copy is hard to read.

A letter made up entirely of one syllable words would be pretty dull reading. It wouldn't have swing or rhythm. It wouldn't have any mental trippers. That isn't what Frailey meant when he proposed this particular formula. It isn't what Max does when he uses the formula.

I use this one-syllable word formula myself. I'm not a slave to it. But I'm

always conscious of it. Many times after I complete a piece of copy that doesn't read easily I go over it and substitute one syllable for polysyllabic words. Formulas are helpful, but they're not to be swallowed whole.

### Say What You Mean

If you hope to write effective direct mail or mail order copy, be sure you SAY WHAT YOU MEAN. There's a story told about a concern which wanted to verify a list of corporation officers. A letter was written and

mailed to a selected list of corporations asking simply:

*"Would it be too much trouble to let me have the names of your elected officers? I would appreciate your courtesy."*

The response to this appeal was slightly less than terrific. The tip-off as to why returns were not good came in one of the replies — a short comment scribbled on the original letter. The comment, a complete and concise answer to the original question, went: "Yes, it is."

### About Asking A Favor

Every time I pick up a letter with the opening "Will you please do a friend a favor?" or "Would you do me an extreme favor?" or "Would you do me a favor?" — something way back in my so-called mind says, "Why should I?"

The other day I got one of those "Will you do me a favor?" letters from a company attempting to get agents. It was one of a series of letters sent to prospects who didn't reply to the original answer to the inquiry. The letter said, in part:

*"We're extremely sorry that for some reason you have not become a (name of product) distributor. Whatever your reason is, we're sure it's a good one, and we won't take up any more of your time. As a last request, we have a favor to ask of you which would take about one minute of your time!"*

*"Perhaps you have a friend, a neighbor, or relative who would be interested in making big money as a (company name) distributor. If so, will you be kind enough to write his name in the space provided below?"*

The weakness in this kind of an approach, it seems to me, is that I'm not particularly sold on the profit possibilities of becoming a distributor for this company or I would have responded to the other 4 letters in the series. Why would I want to suggest the name of a friend or relative or a neighbor for this job? Of course, it's true that what might not appeal to me would appeal to a friend, or a relative, or a neighbor. Wouldn't it have been much better to start this letter out something like this:

*"If you would like to do a good turn for some friend, neighbor, or relative, take a minute to answer this letter. It could mean as much as \$100 per month extra income to him in a part-time effort that he can handle in an hour or two a day."*

*"If any one of your acquaintances would appreciate having this extra income, just write his name and address in the space below and we will get in touch with him. Your name will not be mentioned when we write him unless you request it."*



## STUMPED!

You stare at dancing lint . . . your mind is a balloon of blacks and blurs and dull aches . . . you purposely grope at tangents hoping to find a right slant . . . you face it — you're stumped!

You wipe a cool sponge across the black chalk dust of your mind. Start all over. Review the facts.

A practical, low-cost, money-saving product . . . that assembles duplicate sheets into sets . . . generous quantities of features . . . and now the theme: **(BLANK) (BLANK) (BLANK) (BLANK)**

Try a different approach. What'll it do for YOU. Time required cut by 80%. No personnel "raiding" to disrupt office routine. No mad scramble to meet last minute deadlines. No errors. Pays for

itself, fast. Theme: **(BLANK) (BLANK) (BLANK)**. Almost . . . but not enough. Stumped. Stumped. Stumped.

### THAT'S IT!

*Agency-man or advertiser, ask yourself if this happens in your shop: A RUSH! The stenotype records the dictation . . . the typewriter cuts the stencil . . . the automatic mimeo rolls out the copies . . . then the collating — the old-fashioned hand gathering. The RUSH??? STUMPED!!!*

*Why lose out on overall time savings because of one obsolete method? Complete the cycle of today's mechanized office-machine efficiency with a Thomas Collator. Write for free literature and a helpful analysis sheet today.*

**Thomas Collators, Inc.**

50 Church Street Dept. F New York 7, N. Y.



"So you will have a better knowledge of the product we are recommending to your friend, we are enclosing a trial size of 3 wonderful (name of products). We hope you and your family enjoy them."

Using the revised copy you appeal to the human desire to help a friend, and you give your reader something useful in exchange for his favor to you. What's more, you hold out a more definite promise of profit by substituting "\$100 per month" for "big money."

#### Watch Out For "Sour Notes"

A single sour note can wreck an otherwise perfect symphony. One negative statement can wreck most of the good selling done by a direct mail letter. Old stuff? Perhaps. But it amazes me to see how many mail users let these negative phrases creep into their copy. Sentences like the following pop up in too many selling letters:

"If for any reason the (product) is not satisfactory, return it and your money will be refunded."

Such a sentence suggests that the product might not live up to what you've claimed for it. It's a sour note. A negative thought.

Here's the way a well known mail order cigar company words its guarantee:

"Send me, postpaid, on open account for my approval, 100 of the cigars I have checked below. If, after smoking 4 or 5, I am thoroughly satisfied, I will remit the price indicated at once. Otherwise I'll return the remainder for full credit."

Somebody sweat over those few lines of copy, you can bet. It's so much easier and quicker to write the negative guarantee. So much more effective to write the guarantee so it carries its share of the selling load.

Here's another of those discordant notes used in a letter to sell food products as gifts. The paragraph reads:

"Don't overlook the advantage to you of sending in your order early for such action will assure handling and wrapping by thoroughly trained, year 'round personnel."

That's a rather peculiar and ineffective reason for acting promptly. It suggests that shipments may not always be properly wrapped, may arrive in poor condition if my order happens to be put up by one of those who is not a year 'round employee. There must be better reasons this copywriter

could give a prospect for ordering now. It's the copywriter's job to dig out such reasons.

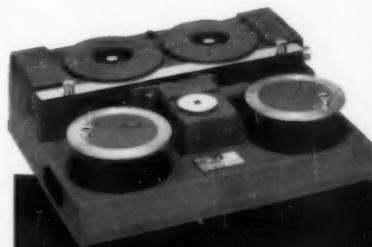
Here's a piece of copy lifted from a letter written to sell a "Start-your-own-business-at-home" plan — the growing of an exotic flower:

"I do urge you to act immediately. As the enclosed literature explains, there is a huge and growing market for (type of flowers)—with very few people raising them! The field is wide open for you to start RIGHT NOW. As you know, when business opportunities like this are developed, those who 'strike while the iron is hot' are always in line for the biggest profits."

That paragraph has the profit angle in it. It presents a good reason why the reader will profit by acting promptly.

**EDITOR'S NOTE:** If you have any copy ideas, theories, or just plain gripes you'd like aired here . . . send them in to Orville, c/o The Reporter, Garden City, New York.

## NOW...Headings that cost less yet attract more to sell more... for you!



### FILMOTYPE hand lettering and display type

Filmotype can make the readership and "sales-ability" of your direct mail zoom! Whatever your product story, Filmotype headings set the mood, tell your sales story at a glance. Superb quality hand lettering, socko display type or intermixing of many styles . . . it's yours with a flick of a finger with Filmotype! Only seconds to produce proofs perfect for paste-up . . . at a cost of pennies! Filmotype means both economy and quality!

- Specially designed desk-top size fits conveniently into any shop or office!
- After only ½ hour instruction anyone can become expert. It's simple!
- Tremendous selection . . . over 800 styles and sizes from 12 point to giant 144 point. Signs and symbols, too!

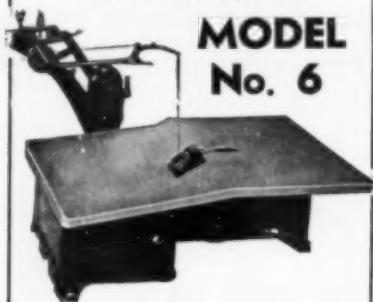
Unique "pay-as-you-profit" plan! If you spend \$45 a month for hand lettering and display type combined, Filmotype can be yours at NO INVESTMENT!

See for yourself.  
Write for a free  
demonstration.  
No obligation,  
of course.

**FILMOTYPE** Dept. RDM  
60 W. Superior St. • Chicago 10, Ill.  
4 W. 40th St. • New York 18, N. Y.



## CUT YOUR MAILING COSTS! WITH THE



**MODEL  
No. 6**

This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail — also designed for general purpose tying of bundles in any sequence up to 6" high without adjustment. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY**—automatic releases where needed; **SIMPLICITY**—all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT**—fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. A

**NATIONAL  
BUNDLE TYER CO.**

Blissfield, Michigan

Make your direct mail contact "the people with the power to buy" through Market Compilation & Research.

### EXECUTIVE LISTS!

608,000 Rated Top Ownership & Management of Business and Industry . . .  
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11834 Ventura Blvd., No. Hollywood, Cal.

### EDWARD W. OSANN

Writer of Advertising Literature  
and Sales Letters Since 1910

175-35 88th Avenue, Jamaica 32, N. Y.  
Member: Direct Mail Advertising Ass'n.  
**May I help you?**

# Personalities IN THE NEWS

**RALPH T. CURTIS** has resigned as general manager of the Ross-Martin Div. of Mid West Printing Co., Tulsa, Okla., to head a newly-formed Mail Order Sales Div. at Keller-Crescent Co., Evansville, Ind. Ralph, board member of the DMAA and Associated Third Class Mail Users, as well as co-founder and second president of the New York Direct Mail Ad Club, helped organize Ross-Martin in 1946 to sell office forms and equipment by mail to the oil industry. In his new post at the Indiana ad agency-printers he'll be responsible for development and sales of printed specialties sold by mail. We're sure Ralph will do his usual bang-up job for Keller-Crescent.

**RICHARD B. ECKMAN** has been elected vice-president of Dickie-Raymond, Inc.'s Sales and Account Service. He joined D-R's Boston headquarters as a copywriter in 1946, later shifting to New York as an account representative. Recently, he returned to Boston as D-R's Sales Manager. The new elevation is part of an overall Dickie-Raymond expansion program in both personnel and office facilities.

**FREDERICK ASHER** has been named vice-president in charge of advertising at John Plain & Co., Chicago mail order distributors of gifts and homewares. He was formerly president of his own advertising agency in Chicago and previously associated with Consolidated Book Publishers also of that city.

**C. S. MARGACH**, manager of methods and sales training at Addressograph-Multigraph Corp., Cleveland, O., takes over new duties as director of a newly created Research and Methods Div. C. L. Comegys is assistant director of the new product research set-up.

**DANIEL FISHMAN** is another newly-elected vice-president. He's recently been appointed vp of Hobson Miller Paper Co.'s envelope division in New York. He joined HM in 1946 and has risen from its shipping department through various sales and executive posts to his present position.



Curtis      Eckman      Asher      Margach      Fishman

**ROBERT J. (BOB) WALKER**, who has supervised sales promotion and direct mail systems for Mutual of New York since 1947, has become New England branch manager for Reply-O Products Co. He'll service accounts in upper N.E. from headquarters at 10 Post Office Sq., Boston.

**BRANTFORD (BUZZ) BENTON**, an old friend of this reporter, has relinquished his interests in the Morristown, N. J., direct mail counseling and producing business to others; and early in January was elected executive director by the N. J. Council, Painting & Decorating Contractors of America. Sorry to lose Buzz from the direct mail ranks, but he'll probably be using lots of d.m. in his new job.

**JULIAN P. BRODIE** (long-time crusader for direct mail as an integral part of advertising agency operations) has merged his agency, Green-Brodie, with Lewin, Williams & Saylor, Inc., N. Y. Both Alan Green, his former partner, and Julian will become senior vice-presidents of the merged firm.

**JOHN S. WILLIAMS**, Philadelphia civic leader and president of Williams & Marcus and Franklin Printing Co.s, was named 1954 "Philadelphia Man of The Year in Graphic Arts". Award was made by W. C. Hamilton Sons and presented to Williams at a luncheon at Philadelphia's Ben Franklin hotel last month.

**EARLE A. BUCKLEY**, president of The Buckley Organization, Philadelphia has been busy making speeches these past few months. He recently represented direct mail on the Marketing Team of National Assn. of Manufacturers' conclave in Philadelphia on January 27th. Also addressed the Eastern Conference of AFA Advertising Women's Clubs on January 29th. Told them "How To Make Direct Mail More Profitable". For his other activities, see *Organization Report* listing under Michigan.

**CEDOMIL VUCKOVIC** is new associate art director of The Rockmore Co., New York ad agency which won the Henry Hoke Award last year for their daring "Scandal" (Tru-Balance) campaign. Vuckovic is former member of McCall's art staff and should bring more fresh ideas to Rockmore's bullpen. Other staff enlargements at the agency take on Maureen McDermott as publicity assistant, and Monroe Litman as production assistant.

**R. VERNE MITCHELL**, honorary chairman of the board of Harris-Seybold Co., Cleveland, O., died on New Year's Eve after a long illness with heart ailment. He was 69. Verne's many friends will long remember him as a leading national figure in the printing industry. He was former president of the National Printing Equipment Assn. and chairman of the OPA Advisory Committee for the Graphic Arts industry during World War II.



# ORGANIZATION REPORT

*A Monthly Roundup On Meetings And Activities Of Direct Mail Clubs  
And Related Advertising Organizations From Coast To Coast.*

## CALIFORNIA

**Los Angeles Ad Club** . . . will hold a special meeting as part of the 2nd Annual Southern Calif. Advertising, Sales & Marketing Show planned for Sept. 12 to 14 at L.A.'s Ambassador Hotel. Theme of the show will be "Salute To Los Angeles Advertising" and will feature selection of Miss Advertising, 1956. Los Angeles Chamber of Commerce president will be keynote speaker.

**M. A. S. A.'s Southern Calif. Chapter** . . . featured magician Robert Nichols and a demonstration of Griswold's two new duplicating machines as the program for their January 25th meeting in Los Angeles. The new duplicating system demonstration coupled with magic entertainment drew quite a crowd.

## GEORGIA

**Atlanta Advertising Club** . . . will again sponsor their popular Atlanta Advertising Institute in cooperation with Emory University. The annual institute was launched six years ago to promote progress of advertising throughout the South. Leading advertising experts meet at Emory to exchange ideas and information. This year's confab is scheduled for March 18 and 19 . . . with Clayton J. Cosse, president of Dora-Clayton Agency, Inc., Atlanta, as general chairman. Glad to see this worthwhile project continue.

## ILLINOIS

**Printing Industry of America** . . . held a two-day conference last month at Chicago's Palmer House to discuss "Better Profits Through Improved Production". Ten seminar subjects, chairmaned by leading production experts were aired.

**Mail Advertising Club of Chicago** . . . heard Edward N. Mayer, Jr., president of James Gray, Inc., N. Y., speak at their fourth luncheon session at the Morrison Hotel. Subject of Mr. Mayer's talk was "Testing: Fact or Fancy". This new Club meets on the second Wednesday of each month at 12:15 P.M. in the Morrison's Constitution Room. If you're interested, contact Whitt Northmore Schultz, chairman of the Membership Committee. You can reach him at Illinois Bell Telephone Co., 212 W. Washington St., Chicago.

## KENTUCKY

**Louisville Advertising Club** . . . held a successful Direct Mail Day at the Kentucky Hotel on December 4. Luncheon speaker was Robert C. Hattersley, promotion director of *Fortune* magazine, New York. Other speakers included David Goldwasser, Atlanta Envelope Co., Stewart Jurist, DMAA, Robert Silbar, R. L. Polk & Co. and Joan Koob, Steiner & Koob Co. who took part in a full afternoon direct mail panel.

The Louisville Advertising Club also unveiled a new "uniform" for post(?)men at their Direct Mail Day. Pictured at the right is the club's version of a modern postal carrier. The lovely "public servant" made her appointed rounds . . . presenting visiting speakers with Special Delivery letters containing a commission as Colonel in the Confederate Air Force. They were cute gimmicks . . . both the letters and their carrier.



## MICHIGAN

**Adcraft Club of Detroit** . . . teamed up with DMAA and 19 other sponsoring organizations to present Direct Mail in Detroit on February 4th. Activities at the Hotel Statler included a host of speakers. Among them was Harry Maginnis, Associated Third Class Mail Users; and Elliot V. Bell of *Business Week* magazine. Bob Delay, advertising manager of American Air Filter Co., Louisville, also covered subject of turning inquiries into sales in the industrial field.

**Trans-American Advertising Network** . . . held its eastern-central regional meeting in Lansing last month to plot the TAAN national conclave upcoming on May 18-21 in Philadelphia. Earle Buckley, president of The Buckley Organization and TAAN national director, announced that his agency would act as host for the national meeting.

# able LABELS aid industry

to ship — mark — sell or  
package any product

Send for samples  
**allen hollander company, inc.**  
385 GERARD AVE. NEW YORK 51

Dept. R-2

*When you sell by mail  
here's a tip from the  
experts to profit by . . .*

Many of the country's most successful mailers (large and small) ask us for our list recommendations before making up their test schedules. They know from experience that we can help them obtain the most responsive lists for their direct mail offers.

This same service is yours FREE for the asking. Simply return the coupon below and we will send you complete details about the lists which we believe will bring you the best results.

PHONE  
OREgon 7-4747

CHARTER MEMBER  
National Council of  
Mailing List Brokers

**WILLA MADDERN, INC.**

215 Fourth Avenue, New York 3, N. Y.

Please send us complete details about more responsive lists for our direct mail or mail order use

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Offer \_\_\_\_\_ \$ \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## POCKET COMB ART WORK

Faultless Furniture Hardware (Div. of Faultless Caster Corp., Evansville 7, Ind.) makes metal accessories for furniture manufacturers. Within their line are several furniture pulls and knobs complimentary to furniture designed with a Far Eastern motif.

To promote their oriental furniture hardware, Faultless called on Herb Simpson of Herbert W. Simpson, Inc., 109 Sycamore St., Evansville 8, Ind., asking him to come up with an unusual oriental folder to show the eastern influence, yet be simple in design. Herb remembered seeing a simple line-effect background on an old Japanese print which pictured rain falling on

a great elm. He decided to try to reproduce the effect for the Faultless folder. Result is the unusual background pictured here.

Herb accomplished the reproduction by applying finger paint (from a children's set) to enamel paper. When the paint dried, he combed it with an ordinary pocket comb to produce the vertical lines. The paper was then crumpled up . . . making creases to produce the horizontal lines. Smoothed out, the piece became the final artwork for the folder's background . . . printed in red.

Another interesting aspect of the folder is the reverse panel at the upper right which was also given prominence inside both in artwork and copy. While it looks like authentic Chinese calligraphy, the characters are actually quick brush tracings of some of



the surface shapes among the designs of Faultless Furniture Hardware.

Final payoff for the pocket combed background was that Faultless received a substantial order five days after the folder's mailing.

## MUST YOU CHANGE?

Is it necessary to constantly change your selling appeals, or your selling formats? That question has been the basis of arguments in direct mail circles for many years. Some of the mail order operators know that a well tested, productive letter can be used over and over and over again. One successful operator has used the same letter every year for more than 20 years.

But a lot of direct mail creators have trouble with "management". Management expects the advertising department to earn its salt by constantly getting "something new". Management gets tired of seeing the same old slogans and the same old appeals.

We were interested in a research report recently released by Brooke, Smith, French & Dorrance, Inc., titled: *You Can't Wear a Good Ad Out*. The agency reasons that many good ads can be repeated because advertising does not reach a standing army but a moving parade of people. Evidence to support it: (1) Each year 2,500,000 Americans come of age. (2) Each year 2,000,000 Americans get married and create new family units. (3) Every year since 1947, from 8,000,000 to 10,000,000 persons have moved to other states or counties."

So . . . remember that the good selling appeals you originated 10 or 20 years ago may seem old and wornout to you, but they are not old or even familiar to millions of newcomers.

**NOW..you can**  
**PLASTIC**  
**BIND**  
*and*  
**LOOSE-LEAF**  
**BIND**

**catalogs — reports**  
**manuals — presentations**  
**all types of literature**

**NOW**, all GBC punching accommodates the new multiple ring GBC Metal Loose-Leaf Binding as well as all Cerlox Plastic Bindings.

## RIGHT IN YOUR OWN OFFICE

### YOU SHOULD HAVE THESE IMPORTANT FACTS!

Handsomely illustrated in four colors this just-off-the-press brochure shows how the new multiple ring GBC Metal Loose-Leaf and Cerlox Plastic Bindings are combined into one superb universal binding system.



### ...and save money, too!

Improve all your literature...guarantee maximum attention and action for every message...and prestige, utility, color. Pages lie flat, turn easily, can be interchanged between GBC Metal Loose Leaf and Plastic Bindings. Efficient GBC machines cost no more than a standard typewriter. Anyone can operate.

**FREE—Send for this illustrated brochure—TODAY!**

#### General Binding Corporation

Dept. RD-2, 812 West Belmont Avenue, Chicago 14, Ill.

Please rush me my FREE copy of the new brochure "Now you can bind all types of literature..." I understand there is no obligation.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

## ADVERTISING'S TIME EXPOSURE

Hillary Bailey, mentor of Hillary G. Bailey & Associates, 1356 Moore's Mill Road, Atlanta, Georgia, is well-known for his top-flight photography and dealings with other photographers (see page 18, June, 1953, *Reporter*).

As a direct mail consultant and creator, his latest endeavor is editing a monthly bulletin for the Medick Barrows Co. (custom built photographic mounts and frames), 855 W. 5th Avenue, Columbus 8, Ohio. It's mailed to 5,000 difficult-to-sell professional photographers. Hillary edits it with the same inspirational flare he brought to Bailey Associates after years of editing the famous Coca-Cola *Red Barrel* (now defunct). The following item he wrote for one of Medick's recent bulletins proves that Hillary knows the value of time exposure in advertising as well as for the camera lens:

### HOW ADVERTISING WORKS

Or maybe the title of this factual observation should be "How Advertising Does Not Work."

The reason for this comment on an observation came about because a good photographer friend of mine had said to me only a short time ago:

"It doesn't pay to advertise. Why, I sent out 100 postcards a couple of months ago, and only got three responses."

"Three?" I almost yelled. "That's terrific on one mailing particularly so small a mailing."

Still he was unimpressed with my amazement at a high response. He refused to believe that the average response to a first mailing is between one and two percent, and no response at all on a first mailing is not discouraging. He thought, actually, he should have received an answer from half of those addressed. It never occurred to him that he never reads his own direct mail unless the piece be something out of this world that hit him a ton right between the eyes.

A few years ago, Donaldson's Department Store in Minneapolis undertook a bit of research to substitute fact for fancy on whether customers would shop at night. The response was so overwhelming that the store arranged to stay open both on Monday and Thursday evenings.

My photographer friend would assume, I suppose, that everybody soon knew that Donaldson's store stayed open on Monday and Thursday evenings. Yet after two years, another survey showed that half of the customers who came into the store on the Monday night of the survey, did not know that the store was open regularly two evenings a week, Monday and Thursday evenings.

It is very difficult for those inexperienced in promotion to understand that it takes a long time to educate customers to even know about the existence of an opportunity. Advertising works slowly. Like a snail with a sore foot.—H. G. B.

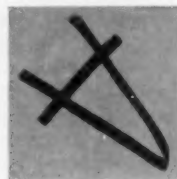
## the history of the letter



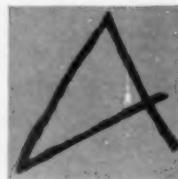
Egyptian Apis



Phoenician Aleph



Greek Alpha



Roman A



you may communicate with  
your customers in many ways, but  
quality lithography adds impact  
to every sales message.

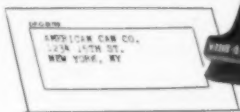


RDLEE SERVICE INC. 28 W. 23 St., N. Y. 10, N. Y.

OFFSET LITHOGRAPHY • DIRECT MAIL • SALES PROMOTION

ORegon 5-0300

## Save money- increase efficiency...



with ZIP-O-RITER

"ZIP" off addresses direct to envelopes, post cards, statements, from card file. Labeling direct to cartons, shipping tags, packages. ZIP-O-RITER is fast: 500 items per hour. Economical: no upkeep or maintenance, precision made—unconditionally guaranteed. Simple, clean, accurate. Write for literature and prices.

## S & M Distributing Co.

1382 South Broadway Denver 10, Colorado

### Ralph E. Harris Associates



••• Heaven letters • Addressing  
• Photo-offset printing •  
• Multigraphing •  
Addressograph Plates Embossed ••  
914 Walnut Street, Market  
Philadelphia 7, Pa. 7-7152

## POSTCARDS and ADVERTISING LITERATURE at BUDGET PRICES



You, like Buttersweet (Day and Young),  
can secure postcards and all forms of  
direct advertising literature at budget prices.

Write today for samples and information  
to the nearest Crocker office.

Dept. Dept. R-2

### H. S. CROCKER CO., INC.

SAN FRANCISCO, 720 Mission • LOS ANGELES, 2030 E. 7th  
CHICAGO, 350 N. Clark • NEW YORK, 100 Hudson  
BALTIMORE, 1600 S. Clinton

### HARRY VOLK'S NEW JUNIOR

## CLIP BOOKS

America's top ready-to-use art service  
Just clip and paste Write for sample  
issue FREE! No obligation.

HARRY VOLK JR. ART STUDIO  
PLEASANTVILLE 10, NEW JERSEY

1.75  
PER MONTH



## Would you put \$1 MILLION WORTH of Direct Mail Experts on your payroll for Less Than \$1 a Week?

As a direct-mail user, you know that not even the weather, or fashions in women's clothes, changes as unpredictably as successful direct-mail advertising. You know that yesterday's hit letter is tomorrow's failure . . . that what's fresh today is limited to death a month from now . . . and that men who don't keep up with the time, go under.

But do you know that you can now get up-to-the-minute authoritative data on direct-mail trends and ideas . . . you can get expert information on what's hot right now in the way of copy styles, slants, offers and inserts . . . you can get a whole battery of successful direct-mail case-histories . . . as well as free advice from \$1 million worth of direct-mail experts — and ALL for less than \$1 a week!

And do you know that for this same less-than-\$1-a-week, you can get valuable, money saving Research Reports that give you down-to-earth facts and details on testing, sampling, lists and postal laws . . . you can get sparkling newsletters and magazines on what's what in direct-mail . . . as well as an opportunity to use the services of a million-dollar direct-mail library and to exchange ideas with the most creative men in your field?

These are just a few of the many benefits that are now yours for joining the Direct Mail Advertising Association. More than 2,000 of the largest firms in the country, including General Motors, Ford, Esso, J. Walter Thompson and others, have found that membership in the DMAA has helped them improve their advertising . . . attract more customers . . . move more products . . . and make more money — and now your membership can do the same for you.

As Bob Maxwell of Curtis Publishing Co., says:

"DMAA gives us a more convenient way of keeping in touch with the facts about the media. The 'how to's', the 'facts and figures' . . . the solutions to problems, keep coming in year after year . . ."

So why not see for yourself the money-making benefits that membership in DMAA can start bringing you today. Fill out the coupon below and mail it in. We'll do the rest.

**FREE!** As a new member of DMAA, upon receipt of your application, you will receive by return mail your 13 item Kick-Off Kit, containing important direct mail guides you want.

### Fill Out And Mail Today!

Direct Mail Advertising Association, Inc.  
Dept. FR, 381 Fourth Ave., New York 16, N.Y.

Sounds interesting. Enroll me as a member and send me the Direct Mail Kick-Off Kit.

- ( ) 6 month membership—\$24  
( ) 12 month membership—\$48  
( ) Payment enclosed. ( ) Bill me.

Name .....

Position .....

Company .....

Address .....

City.....Zone.....State.....

## My Mail Order Day

By Jared Abbeon

*Fair warning . . .* to that gang of photographic pirates who have been operating through the mails in the mid-western states. The Federal Trade Commission has been given a full report on your activities, including copies of your mailed literature wherein you promise a brand new dollar bill to every child who poses. The attorneys for the commission are carefully studying the matter and a decision can be expected soon as to exactly what form of action can be undertaken. This department is in favor of a rope.

Been reading over the literature from one of those outfits which lends you money by mail: Viz: "This literature is sent only to persons in *selected occupations*." Letter is sprinkled with words like "happy to send you — easy to borrow — no endorsers required — quickly — simply — you will be pleased." Well, if my poor dummy name was in a "preferred occupation", he could get funds one heck of a lot cheaper than the arm and a leg interest rates allowed these mail order 'rich uncles' from the state of Iowa.

I don't know how much the laws of copyright protect confidence men so I can't quote direct from a piece of literature loaned to me by a reader. But this course in a part of mail order says that the professional mail order operator getting back sales of \$5 for each \$1 of advertising costs is the rule rather than the exception. And it broadly hints that a beginner can pick up \$50,000 in sales through publicity releases. Well, maybe a handful of men in the country have done it and they were not learners. But the point of this little squib is that there ought to be something done to throttle these pried pipers and keep them from deluding poor folks that the pot of gold is just around the corner at the letter box. Frankly, I hear plenty of success stories . . . but I'm afraid to print half of them because some joker will pick up the idea and sell it to twelve hundred other morons. Then they will all starve and also the lad with the original idea will be swamped by the cheap imitators.

### Why Editors Become Ditch Diggers:

Here follows a few excerpts from a letter of transmittal suggested by one of the "make a billion by free publicity" boys: "Please advise me when you can run this and send me checking copy." This is all the editor has to do . . . spend his valuable time and effort publishing the slugs copy and then clear it before he prints it. The round file for that release: "If we find this plug pulls in a reasonable amount of inquiries, we will then use your publication in our paid advertising campaign." Does this unwashed thing dare suggest that any editor worthy of the name is a lackey at the beck and call of the Advt. Dept? Throw the bum and his release into the street. Mimeographing on a rusty mimeograph, operated by a drunken stenographer in a dark cellar, using invisible ink, and splintery second sheet paper will also help to endear your publicity to the garbage man who cleans out the publisher's waste paper.

Looking for a direct mail piece that will sit on the prospect's desk for three weeks and he will show to everybody who pokes his head in the door? Well, E. Nissman down at Marvic Advt., 861 Manhattan Ave., Brooklyn 22, New York, has a jim dandy doodad called the "Boy With Green Hair". Cheap and absolutely fascinating. I had to ask for a couple of more after clients saw my sample and asked for one. Sure, he will send you a sample if you drop him a line.

Speaking of sending for samples, the crew at Einson-Freeman Co., Starr & Borden Avenues, Long Island City 1, New York, sure outdid themselves this year with their litho of Peter Breughel. If you love beautiful art work send a note to Albert Hailparr (the president of the outfit) and if they still have some left he might send you a copy. It is certainly a masterpiece of litho art.

Of the some five hundred magazines kind enough to favor me by printing the publicity I send out . . . I cannot number the name of *Redbook*. But I can say that the folks who



# CLASSIFIED ADVERTISING

## ADDRESSING

**OUR LISTS ARE FREE**  
Retailers - wholesalers - manufacturers  
Banks - churches - institutions  
We charge only for addressing  
**SPEED - ADDRESS KRAUS CO**  
48-01 42nd Street  
Long Island City 4, N. Y.

## ADDRESSING PLATES

If you use  
**ELLIOTT-type STENCILS**  
and want to **REDUCE COSTS**  
Box 21, Reporter, Garden City, N. Y.  
Garden City, New York

## ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

## FOR RENT

You can Retire Now—You fish, swim, loaf, live it up in a 31 ft. deluxe yacht-like trailer set in loveliest spot in So. Calif., 40 minutes from UCLA. Looks out over Pacific. Every convenience. This is Paradise! 3 miles of white sandy beach, smogless, fogless; just sun, fun, year-around . . . where Hemingway and other notables wrote. Maybe you too can write! Take a relaxative. Couple only. 58A East 66 St., (Apt. 5) N.Y.C. 21.

handle their direct mail propaganda to mail order houses sure do a persistent and convincing job. Latch on to their folder *Handy Guide to Predicting Your Mail Order Response*. 230 Park Ave., New York 17, N. Y., is the address.

A spare two penny curse is here-with flung in the direction of those west coast rapscallions who trim amateur music makers by selling them third rate poems and third rate poem makers by selling them fifth rate music.

The National Association of Postal Supervisors wants to make it a Federal

## FOR SALE

**IBM ELECTRIC TYPEWRITERS**—All type faces—Pica, Elite, Executive. Rebuilt. More information from **HARRY J. ABRAMS**, 331 Emerson St. N. W. Washington 11, D.C.

## FLORIDA BIRTH LISTS

Continuous weekly service on labels with birth dates. 50,000 annual guarantee. Comparisons invited. Other states available. Joseph E. Stopford, P. O. Box 2747, Orlando, Fla.

## LISTS

**CANADA'S BEST MAILING LIST**  
250,000 live names on Elliott stencils  
Call your list broker — **TODAY**  
or Tobe's, Niagara on the Lake, Canada

## MAILING SERVICE

**TRADE MAILING HOUSE**—Addressing - inserting - zoning - bundling - mailing. Open 24 hours a day. Dependable, Accurate. **HUDSON-FULTON Mailing Service Corp.**, 25 West Broadway, N. Y. 7, N. Y. COrtland 7-6171 - 2.

## OFFSET CUTOUTS

Stock promotional headings for reproduction. **OFFSET SCRAPBOOK NO. 1**, containing 1500 classified specimens, only \$3.00 postpaid. It's a rich source of practical help and inspiration. Thousands in use. Available also are other books containing promotional art, cartoons, type fonts, borders, panels, holiday art, etc. Most complete service in U.S. Free descriptive folder. **A. A. ARCHBOLD**, Publisher, P. O. Box 20740-K, Los Angeles 6, Calif.

offense to assault a postal employee. Well by and large I am in complete sympathy with the boys at the P. O. But I don't think the thought of doing time in Leavenworth instead of the local jug would keep me from wringing the tonsils of the lad who ran a letter of mine through the cancelling machine when I had written in a large red crayon: "PLEASE HAND CANCEL." The ivory bookmark was received in fragments. Maledictions upon the offender.

From an advertisement in a restaurant trade magazine: "10¢ PROFIT on a 5¢ INVESTMENT: Heinz Chef-Size Beans." Allright, you guys who

## SITUATION WANTED

**I Make Your Mail Make Sales**  
Talented, versatile mail salesman, 32, Yale grad, DMAA award winner, enviable background in industrials, magazine, books, business service. Forceful, persuasive copy that wins attention, compels action. Will manage entire program; lists, mail formats, creative work, cost controls, etc. Seeks important post in or near New York with consulting firm, manufacturer, or service publisher. Also: free-lance services at modest fees.

Box No. 22  
The Reporter  
Garden City, N. Y.

## WANTED

**WANTED** — To buy or sell Inserting and Mailing Machines. Top prices paid for the right equipment. Box 24, The Reporter, Garden City, N. Y.

Robotypers and Hooven automatic typewriters wanted, any quantity, good condition. Also perforators. Box 25, The Reporter, Garden City, N. Y.

**PARTNER** in Inserting & Mailing Machine operation. Must have adequate finance in expansion move and have a following in direct mail. Box 26, The Reporter, Garden City, N. Y.

Speedomat 2600 wanted. Offer 1950B Addressograph & selector \$300, Feed \$250, Gile Letter, 723 3rd Ave. S., Minneapolis 2.

Cabinets for large size Elliot stencils. Preferably 35 Drawer type. Also interested in an East-West Elliot machine. Private buyer. Box 23, The Reporter, Garden City, N. Y.

## RUPTURE-EASER

### 150,000 TRUSS WEARERS

Mail order buyers—mostly men, older age bracket. On Plates. Piper Brace, 811 Wyandotte, Kansas City 5, Mo.

have been writing in saying you want to triple your money — what's a good item to sell? The answer is don't go into the mail order business — open a beanery. So some of us operators made a year's pay last Christmas Season; so what. So I still say along with the Heinz people "sell beans" . . . the profit's surer. If you do have to go into the mail order business, at least remember one thing — study, study, study . . . and test every step of the way.

How long are people going to peddle that old P.I. Radio deal? It's had its run. The stations are sick and tired of it. Let it die boys, let it die.

(Continued on page 47)

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

## ACETATE SHEET PROTECTORS

A. G. Bardes Co., Inc., 437 N. 5th St., Milwaukee 3, Wis. (BR 2-3372)

## ADDRESSING

Creative Mailing Service, Inc., 460 N. Main, Freeport, N.Y. (FR 9-2431)  
Fair Mail Service, 417 Cleveland Ave., Plainfield, N.J. (PL 4-7770)

## ADDRESSING MACHINES

Addressing Machine & Equip. Co., 326 Broadway N.Y. 7, N.Y. (HA 2-6700)  
Elliott Addr. Machine Co., 135A Albany St., Cambridge 39, Mass. (TR 6-2020)  
Mailers' Equipment Co., 40 W. 15th St., N.Y. 11, N.Y. (CH 3-3442)  
Saver & Wallingford, 143 W. Broadway, N.Y. 13, N.Y. (WO 4-0520)

## ADDRESSING - TRADE

Belmar Typing Service, 91-71 111th St., Richmond Hill 8, N.Y. (VI 6-5322)  
Shapins Typing Service, 68-11 Roosevelt Ave., Woodside, N.Y. (HI 6-2730)

## ADDRESSOGRAPH PLATE EMBOSING

G. W. Weeks, 8 Nagele Court, Merrick, N.Y. (FR 9-2313)

## ADVERTISING AGENCIES

Ad Scribe, P. O. Box 254, North Canton, O. (Tel: 9-2552)  
The Jay H. Maish Co., On Gospel Hill, Marion, O. (Tel: 2-1191)  
Martin Ad Agency (Dir. Sell, Mail Ord.), 15 PA E. 40, N.Y. C. 16 (LE 2-4751)  
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo. (HA 6-6469)

## ADVERTISING ART

A. A. Archbold, Publisher, P. O. Box 20740, Los Angeles 6, Calif. (PR 9062)  
Raymond Lufkin, 116 West Clinton Ave., Tenafly, N.J. (EN 3-4860)  
Trapkus Art Studio (Small Ads), 349 10th St., Moline, Ill.  
Harry Volk Jr. Art Studio, 22 W. Verona Ave., Pleasantville, N.J. (PL 4620)

## ADVERTISING BOOK MATCHES

Match Corp. of America, 343-43 W. 48th Pl., Chi. 32, Ill. (VI 7-2244)  
Universal Match Corp., 1501 Locust St., St. Louis 3, Mo. (CH 1-3230)

## ADVERTISING SPECIALTIES

Geo. McWeeny Co., Bx 87, 614 Campbell Ave., W. Haven, Conn. (WE 4-3411)

## AUTOMATIC MACHINE-ADDRESSING SERVICE

Globe Organization, Inc., 480 Lexington Ave., N.Y.C. 17 (PL 3-7938)

## AUTOMATIC TYPEWRITING

Ambassador Letter Serv. Co., 11 Stone St., N.Y. 4, N.Y. (BO 9-0607)  
Pat Goheen & Assoc. (25 Robos), 117 S. Meridian, Indpls. 25, Ind. (AT 5011)

## BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co. 44 W. 28 N.Y.C. 1, (MU 9-8585)

## BUSINESS BRIEFS

Wetmore & Co., 1015 S. Shepherd Dr., Houston 19, Texas (LY 9126)

## BUSINESS CARD SERVICE

R. O. H. Hill, Inc., 270 Lafayette St., N.Y. 12, N.Y. (CA 6-6340)

## CATALOG PLANNING

Catalog Planning Co., 101 W. 55th St., N.Y. 19, N.Y. (PL 7-1967)  
George F. McKiernan & Co., 1056 W. Van Buren St., Chi. 7, Ill. (TA 9-2424)

## CHRISTMAS STATIONERY

The Newbern Company, 207 W. Main St., Arlington, Texas (AR 5-2207)

## COPYWRITERS (Free Lance)

Leo P. Bott, Jr., 64 E. Jackson Blvd., Chi. 4, Ill. (HA 7-9187)  
Edward W. Osann, 175-35 88th Ave., Jamaica 32, N.Y. (Re 9-2244)  
Orville E. Reed, 106 N. State St., Howell, Mich. (Tel: 65)  
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo. (HA 6-6469)  
Franklin C. Wertheim, 179-15 Jamaica Ave., Jamaica 32, N.Y. (AX 7-1200)  
John Yeargain, 442 East 20th St., N.Y. 9, N.Y. (OR 7-4533)

## DIRECT MAIL AGENCIES

American Mail Adv., Inc., 610 Newbury St., Boston 15, Mass. (CO 6-7540)  
Homer J. Buckley, 108 N. State St., Chi. 2, Ill. (ST 2-5336)  
The Buckley Organization, Lincoln-Liberty Bldg., Phila. 7, Pa. (RI 6-0180)  
Dickie-Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass. (HA 6-3360)  
Dickie-Raymond, Inc., 521 Fifth Ave., N.Y. 17, N.Y. (MU 7-3362)  
Direct Mail Services, 175 Luckie St., N.W., Atlanta 3, Ga. (CY 3398)  
Duffy & Assoc., Inc., 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7852)  
James Gray, Inc., 216 E. 45th St., N.Y. 17, N.Y. (MU 9-9000)  
Harrison Services, Inc., 341 Madison Ave., N.Y. 17, N.Y. (MU 9-1630)  
Proper Press, Inc., 129 Lafayette St., N.Y. 13, N.Y. (CA 4-6757)  
R. L. Polk & Co., 431 Howard St., Detroit 31, Mich. (WO 1-9470)  
Reply-O Products Co., 7 Central Park W., N.Y. 23, N.Y. (CI 5-8118)  
Roskam Adv. (Mail Order), 1430 Grand, Kansas City 6, Mo. (HA 6-6469)  
Sales Letters, Inc., 148 W. 23rd St., N.Y. 11, N.Y. (WA 9-6028)  
Sande Locke & Co., Inc., 91 7th Ave., N.Y.C. 11 (WA 4-1551)  
The Smith Company, 67 Beale St., San Francisco, Cal. (SU 1-6564)  
John A. Smith & Staff, 11 Beacon St., Boston 8, Mass. (LA 3-6545)

## DIRECT MAIL CONSULTANT

Lawrence Lewis & Assoc., 175 5th Ave., N.Y. 10, N.Y. (OR 7-6868)

## DIRECT MAIL EQUIPMENT

B. H. Bunn Co., 7605 S. Vincennes Ave., Chi. 20, Ill. (HU 3-4455)  
Corbin Wood Products, Hornell, N.Y.  
A. B. Dick Co., 5700 W. Touhy Ave., Chi. 31, Ill. (RO 3-1900)  
Films Typing Machine Co., 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)  
Filotype Corp., 60 W. Superior St., Chicago, Ill. (SU 7-1150)  
General Binding Corp., 812 W. Belmont Ave., Chicago, Ill. (DI 8-3700)  
Inserting & Mailing Machines Co., Phillipsburg, N.J. (PH 5-1441)  
Markol Metal Products, Inc., 255 Mill St., Rochester 14, N.Y. (HA 3237)  
National Bundle Tyer Co., Blissfield, Mich. (BL 1621)  
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 4-2131)  
Seal-O-Matic Machine Mfg. Co., So. Hackensack, N.J. (HU 7-1490)  
S&M Distributing Co., 1328 S. Broadway, Denver 10, Col. (RA 3-2049)  
Thomas Mechanical Collator Corp., 50 Church St., N.Y.C. 7 (DI 9-2270)

## DIRECT MAIL SUPPLIES

Cosman Stamp Co., 7013 Sunset Blvd., Hollywood 28, Cal. (HO 9-7289)  
Fototype Inc., 1414 Roscoe St., Chicago 13, Ill. (BO 8-8815)  
Fragrance Process Co., 73 Sullivan St., New York 12, N.Y. (MO 3-1582)

## ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co., 149 Broadway, N.Y. 6, N.Y. (WO 4-4457)  
Creative Mailing Service, 460 N. Main St., Freeport, N.Y. (FR 9-2431)

## ENVELOPES

American Envelope Mfg. Corp., 26 Howard St., N.Y. 13, N.Y. (CA 6-7152)  
The American Paper Products Co., East Liverpool, O. (FU 5-4240)  
Atlanta Envelope Co., 1700 Northside Dr., Atlanta 1, Ga. (EL 3686)  
Berlin & Jones Co., Inc., 401 W. 26th St., N.Y. C. 1 (WA 4-4400)  
The Boston Envelope Co., 397 High St., Dedham, Mass. (FA 5-6700)  
The Century Envelope Co., 501 Park Ave., Minneapolis 15, Minn. (GE 3663)  
The Clasp Envelope Co., Inc., 98 Bleeker St., N.Y. 12, N.Y. (SP 7-0351)  
Columbia Envelope Co., 2015 N. Hawthorne, Melrose Park, Ill. (ES 8-6214)  
Samuel Cupples Envelope Co., 360 Furman St., Brooklyn 2, N.Y. (E 5-6285)  
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3700)  
Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Detroit Tullar Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 5-2700)  
Direct Mail Envelope Co., 15 W. 20th St., N.Y. 11, N.Y. (WA 4-0500)  
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)  
Gaw-O'Hara Envelope Co., 300 N. Sacramento Blvd., Chi. 12, Ill. (NE 8-1200)  
The Gray Envelope Mfg. Co., 55-33rd St., Brooklyn 32, N.Y. (ST 8-2900)  
Heco Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)  
Rochester Envelope Co., 72 Clarissa St., Rochester 14, N.Y. (HA 2404)  
The Standard Envelope Co., 1600 E. 30th St., Cleveland 14, O. (PR 1-3960)  
Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo. (HA 0092)  
Tension Envelope Corp., 522 Fifth Ave., N.Y. 36, N.Y. (MU 2-4644)  
United States Envelope Co., Springfield 2, Mass. (SP 7-2111)  
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)  
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

## ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Du-Plex Envelope Corp., 3026 Franklin Blvd., Chi. 12, Ill. (NE 8-1200)  
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)  
The Sawdon Co., 480 Lexington Ave., N.Y. 17, N.Y. (PL 5-2516)  
Tension Envelope Co., 19th & Campbell Sts., Kansas City 8, Mo. (HA 0092)

## FOREIGN MAILINGS

Promotion, Joe Antonio, 57-10-C, Madrid, Spain (Tel: 31 22 13)  
Sande Locke & Co., Inc., 91 7th Ave., N.Y.C. 11 (WA 4-1551)

## FOREIGN POSTAGE

Foreign Postage Service, 6 Lahey St., New Hyde Park, N.Y. (FL 2-2915)

## FUND RAISING

William M. Proft Associates 27 Washington Pl., E. Orange, N.J. (OR 3-2233)

## HOUSE ORGANS (SYNDICATED)

Susser Letter Service, 70-01 Queens Blvd., Woodside 77, N.Y. (NE 9-7500)

## IMPRINTERS AND SALES LITERATURE

L. P. MacAdams Co., 301 John St., Bridgeport 3, Conn. (Tel: 4-2167)

## INDIVIDUALIZED IMPRINTING (PERSONAL PRINT)

Mailograph Printing Co., 138 N. 12th St., Phila. 7, Pa. (LO 4-3113)

## INSERTING SERVICE - AUTOMATIC MACHINE

Bonded-Nationwide, 977 McDonald Ave., Brooklyn 30, N.Y. (UL 3-1143)

## INVISIBLE INK POSTCARDS

Morley W. Jennings, East Orange, N.J. (OR 4-8308)

## LABEL PASTERS

Potdevin Machine Co., 200 North St., Teterboro, N.J. (HA 8-1941)

## LABELS

Dennison Mfg. Co., Framingham, Mass. (TR 3-3511)  
Allen Hollander Co., Inc., 385 Gerard Ave., N.Y. 51, N.Y. (MO 5-1818)  
Penny Label Co., 9 Murray St., N.Y. 7, N.Y. (BA 7-7771)  
Tompkins Label Co., 1518 Walnut St., Philadelphia 2, Pa. (PE 5-6999)

## LETTER GADGETS

Hewig Co., 45 W. 45th St., N.Y. 19, N.Y. (JU 2-2186)  
A. August Tiger, 545 Fifth Ave., N.Y. 17, N.Y. (MU 9-5952)

## LETTERHEADS

Brunner Printing Co., Inc., 190 Jefferson Ave., Memphis, Tenn. (Tel: 8-5126)  
Harper Engraving & Printing Co., 283 E. Spring, Columbus 15, O. (AD 5057)  
R. O. H. Hill, Inc., 270 R. Lafayette St., N.Y. 12, N.Y. (CA 6-6340)  
Peerless Lithographing Co., 4313 Diversey Ave., Chi 39, Ill. (SP 2-7000)  
Arthur Thompson & Co., 109 Market Pl., Baltimore 2, Md. (PL 4806)

## MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Associates Inc., 1627 Penn Ave., Pittsburgh 22, Pa. (AT 1-6144)  
Advertisers Mailing Serv., Inc., 45 W. 18th St., N.Y. N.Y. (AL 5-5000)  
Advertising Letter Service, 2930 Jefferson East, Detroit 7, Mich. (LO 7-9535)  
Atlas Letter Service, 524 S. Spring St., Los Angeles 13, Cal. (WA 2502)  
Benart Mail Sales Serv., Inc., 228 E. 45th St., N.Y. 17, N.Y. (MU 7-8830)  
Cardinal Direct Mail Corp., 2 Broadway, N.Y. 4, N.Y. (WH 4-3722)  
Century Letter Co., Inc., 48 E. 21st St., N.Y. 10, N.Y. (AL 4-8301)  
Circulation Associates, 1745 Broadway, N.Y. 19, N.Y. (JU 6-3530)  
Mary Ellen Clancy Co., 250 Park Ave., N.Y. N.Y. (PL 9-1520)  
Cleveland Letter Serv., Inc., 740 W. Superior, Cleveland 13, O. (SU 1-8300)  
Connelly Organization, Inc., 1010 Arch St., Phila. 7, Pa. (MA 7-8133)  
Elite Letter Co., Inc., 11 W. 32nd St., N.Y. 1, N.Y. (PE 6-1462)  
Fair Mail Service, 417 Cleveland Ave., Plainfield, N.J. (PL 4-7770)  
Fulfillment Corp. of America, 381 W. Center St., Marion, O. (Tel: 2-1187)  
Ralph E. Harris Assoc., 914 Walnut St., Phila. 7, Pa. (MA 7-7150)  
Inserting & Mailing Corp., 2 Broadway, N.Y. 4, N.Y. (WH 4-3722)  
Krupp's Adv. Mailing Serv., 228 S. Los Angeles St., L.A. 12, Cal. (MI 8753)  
The Lermage Co., 417 S. Jefferson St., Chicago 7, Ill. (HA 7-1030)  
The Letter Shop, 67 Beale St., San Francisco, Cal. (SU 1-6564)  
Lincoln Letter Service, Inc., 326 Broadway, N.Y. 7, N.Y. (BA 7-5770)

Mailways.....200 Adelaide St. W., Toronto, Ont., Canada (WA 1808)  
Premier Printing & Letter Serv.....620 Texas Ave., Houston 2, Tex. (PE 4145)  
Rochester Consumer Adv. Corp.....210 Lyell, Rochester 6, N. Y. (GL 4726)  
Roskam Advertising (Mail Order).....6 W. 10th, Kansas City, Mo. (HA 6469)  
The Rylander Co.....216 W. Jackson Blvd., Chi. 6, Ill. (FR 2-5953)  
The St. John Assoc., Inc.....75 W. 45th St., N. Y. 36, N. Y. (JU 2-3344)  
Union County Business Bureau.....Westfield, N. J. (WE 2-5614)  
Woodington Mail Advertising Serv.....1304 Arch St., Phila. 7, Pa. (RI 6-1840)

#### MAILING LISTS — BROKERS

\*Archer Mailing List Serv.....140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)  
\*George R. Bryant Co.....595 Madison Ave., N. Y. N. Y. (MU 8-2651)  
\*George R. Bryant Co.....75 E. Wacker Dr., Chi. 1, Ill. (ST 2-3686)  
\*Walter Drey, Inc.....333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)  
\*Walter Drey, Inc.....257 4th Ave., N. Y. 10, N. Y. (OR 9-0461)  
\*Guild Co.....160 Engle St., Englewood, N. J. (OR 9-0461)  
\*Lewis Kleid Co.....25 W. 45th St., N. Y. 36, N. Y. (JU 2-0830)  
\*Willa Maddem, Inc.....215 4th Ave., N. Y. 3, N. Y. (OR 7-4747)  
\*Mosely Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3380)  
\*Names Unlimited Inc.....352 4th Ave., N. Y. 10, N. Y. (MU 6-2454)  
D. L. Natwick Co.....136 W. 52nd St., N.Y.C. 19 (CO 8-8616)  
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo. (HA 6469)  
Sanford Evans & Co., Ltd. 165 McDermott Ave., Winnipeg 1, Canada (92-2151)  
\*James E. True Assoc.....419 4th Ave., N. Y. 16, N. Y. (MU 9-0050)

\*Members — National Council of Mailing List Brokers

#### MAILING LISTS — COMPILERS & OWNERS

Albert Mailing Lists.....120 Liberty St., N. Y. 6, N. Y. (RE 2-7773)  
Associated Advertising Serv.....613 Willow St., Port Huron, Mich. (Tel: 7573)  
Bodine's of Baltimore.....444 E. Belvedere Ave., Baltimore 12, Md. (ID 5-8900)  
Bookbuyers Lists.....363 Broadway, N. Y. 13, N. Y. (WO 4-5871)  
Boyd's City Dispatch.....120 E. 23rd St., N. Y. 10, N. Y. (GR 5-4600)  
Catholic Laity Bureau.....45 W. 45th St., N. Y. 36, N. Y. (CO 5-4490)  
Creative Mailing Serv.....460 N. Main St., Freeport, N. Y. (FR 9-2431)  
Walter Drey, Inc.....333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)  
Walter Drey, Inc.....257 4th Ave., N. Y. 10, N. Y. (OR 9-0461)  
Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md. (VA 3-7290)  
E-Z Addressing Serv.....83 Washington St., N. Y. 6, N. Y. (HA 2-9492)  
Fritz S. Hofheimer.....28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)  
The Walter S. Kraus Co. 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)  
Jewish Statistical Bureau.....320 Broadway, N. Y. 7, N. Y. (BE 3-4239)  
Mapleton Service Co.....339 Kings Highway, Brooklyn 23, N. Y. (ES 5-6600)  
Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)  
Montgomery Engineering Co.....8500 - 12th St., Detroit 6, Mich. (TR 4-0929)  
Official Catholic Directory.....12 Barclay St., N. Y. 6, N. Y. (BA 7-2900)  
Palmer Lists.....2432 Grand Concourse, N. Y. 58, N. Y. (SE 3-2446)  
Paramount Mailing Lists.....77-14 138th St., Flushing 67, N. Y. (JA 6-8472)  
W. S. Ponton.....50 W. 42nd St., N. Y. N. Y. (MU 7-5311)  
R. L. Polk & Co.....431 Howard St., Detroit 31, Mich. (WO 1-9470)  
Power Products Inc.....175 E. 87th St., N. Y. 28, N. Y. (TR 6-2312)  
Rochester Consumer Advertising Corp. 210 Lyell, Rochester 6, N. Y. (GL 4726)  
Select List Co. (SW Progress) 232 N. Canon Dr., Beverly Hills Cal. (BR 21494)  
Zeller Co.....15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

#### MAIL ORDER CONSULTANT

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Ill. (HI 2-0773)

#### MATCHED STATIONERY

Tension Envelope Corp.....19th & Campbell Sts. Kansas City, Mo. (HA 0092)

#### MESSANGER — TRUCKING SERVICE

Mercury Service Systems, Inc.....461 4th Ave., N. Y. 16, N. Y. (LE 2-6000)

#### MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co.....326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

#### MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co.....19 S. Wells St., Chi. 6, Ill. (ST 7800)

#### MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equip. Co.....326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

#### PACKAGING

Peck-It (also Mail-It).....7 Brown St., Newark 5, N. J. (MI 2-7575)

#### PAPER MANUFACTURERS

The Beckett Paper Company.....Hamilton, O. (Tel: 5-5641)  
Eastern Corporation.....Bangor, Maine (Tel: 8221)  
W. C. Hamilton & Sons.....Miquon, Pa. (IV 3-3160)  
Hammermill Paper Co.....Erie, Pa. (Tel: 4-7101)  
International Paper Co.....220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)  
The Mead Corp.....819 Public Ledger Bldg., Phila. 6, Pa. (WA 2-5441)  
Neenah Paper Co.....Neenah, Wis. (Tel: 2-1521)  
Nekoosa-Edwards Paper Co.....Port Edwards, Wis. (Tel: 3111)  
Peninsular Paper Co.....Ypsilanti, Mich. (Tel: 62)  
Rex Paper Co.....Kalamazoo 99, Mich. (Tel: 2-0151)  
Rising Paper Co.....Housatonic, Mass. (HO 47)

#### PERSONALIZED GIANT GRAMS

Sande Rocks & Co., Inc.....91 7th Ave., N.Y.C. 11 (WA 4-1551)

#### PHOTO ENGRAVERS

Horan Engraving Co., Inc.....44 W. 28th St., New York 1, N.Y. (MU 9-8585)  
Nassau Photo Engrav. Co.....254 W. 31st St., N. Y. C. (PE 6-0817)

#### PHOTOS IN QUANTITY

Mulson Studio.....P. O. Box 1941, Bridgeport 1, Conn. (Tel: 5-3077)

#### PHOTO REPORTING

Sickles Photo-Reporting Serv.....38 Park Pl., Newark, N. J. (MA 2-3966)

#### POSTAL INFORMATION

Postal Digest Co.....150 Nassau St., N. Y. 38, N. Y. (WO 2-3130)

#### PRINTERS — LETTERPRESS

The Davenport Press, Inc.....Main St., Mineola, N. Y. (PI 6-4050)  
George F. McKiernan & Co.....1056 W. Van Buren, Chi. 7, Ill. (TA 9-2424)

#### PRINTING — OFFSET LITHOGRAPHY

Ardless Service, Inc.....28 W. 23rd St., N. Y. 10, N. Y. (OR 5-0300)  
H. S. Crocker Co.....San Bruno, California  
Pearless Lithographing Co.....4313 Diversey, Chi. 39, Ill. (SP 2-7000)  
Sande Rocks & Co., Inc.....91 7th Ave., N.Y.C. 11 (WA 4-1551)

#### PRINTERS — LETTERPRESS & LITHOGRAPHY

Paradise Printers.....Paradise, Pa. (ST 5131)  
Printcraft Press, Inc.....229 W. 28th St., N. Y. 1, N. Y. (LO 4-7430)  
Proper Press, Inc.....129 Lafayette St., N. Y. 13, N. Y. (CA 6-4757)

#### PUBLIC RELATIONS CONSULTANT

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Ill. (GL 2493)

#### SALES PROMOTION COUNSEL

Martin Ad Agency (Mail Order).....15 PB E 40, N. Y. C. 16 (LE 2-4751)

#### SUBSCRIPTION FULFILLMENT SERVICE

Globe Mail Agency, Inc.....148 W. 23rd St., N.Y.C. 11 (OR 5-4600)  
Globe Organization, Inc.....480 Lexington Ave., N. Y. 17, N. Y. (PL 3-7938)

#### SYNDICATED HOUSE MAGAZINES

The William Feather Co.....812 Huron Rd., Cleveland 15, O. (MA 1-6450)

#### TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....331 4th Ave., N. Y. 16, N. Y. (MU 3-1682)  
Mail Adv. Service Assn. 18120 James Couzens, Detroit 35, Mich. (UN 4-3545)

#### TRUCKING — MESSENGER SERVICE

Mercury Service Systems, Inc.....461 4th Ave., N. Y. 16, N. Y. (LE 2-6000)

#### VARITYPE EQUIPMENT

Zenith Typewriter & Adding Mach Co. 34 E. 22nd St., N. Y. C. 10 (SP 7-4930)

## MY MAIL ORDER DAY

(Continued from page 45)

In today's mail: Fellow selling one of those "Be independent; why sweat and strain for the other guy; don't punch no more time clocks; live the life of leisure deals all by mail — all for a few bucks for the methods!" That's me — I'm my own boss! No more worries; no more time clocks; nobody tells me what to do; hot dawg that's the life! Only one little fly... everyone of the wage slaves in this office takes off through the door like a shot at five o' the clock and the earliest I've gotten home this week is 8:30. So I'm the boss. That means when the bank phones for instructions on that letter of credit, the bookkeeper turns to me and says "You're the Boss; get up the cash." Think I'll send for this chap's book and find out how the other Bosses live. Or, as my three year old said the other day, "You're not the boss. Mommy is the Boss." So even an office tyrant becomes a curly lamb when he gets home.

Friend Mustelman in Kalamazoo, Mich., publisher of about the best book on mail order we have read, sends us the carbon of a letter he sent to a fellow in Va., who sold him on the idea of being a sub dealer for the Old Dominion Lads books. So our friend Musselman hustles out some literature and receives orders for books which he sends out to Va. . . only to find that 19 different other guys actually ship the tomes in question. So he hastens to send each publisher his check for as little as 15¢ to ship the books . . . only to find that in some cases the 19 other guys were sending his orders through to other outfits for the actual mailing. Well Hank, I guess you better send three bucks up to Paul Cooper, 245 Taunton Place, Buffalo, N. Y., for his *How You Can Sell Books By Mail*. I don't know if it's any good as I just started to read it, but the first few pages are very interesting.

Well, I must be getting on-down the road to home before the kiddies start yelling "Hey Ma, there is a strange

man in the parlor," and my War Department answers back "That ain't no stranger kiddies that's the man I married to these many years ago. He has come back from the office at last."

## HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

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MAIL ORDER LIST SERVICE, Inc.  
38 Newbury St., Boston 16, Mass.  
NEW MAIL ORDER CUSTOMERS IN VOLUME



## Short Notes CONTINUED

(from page 14)

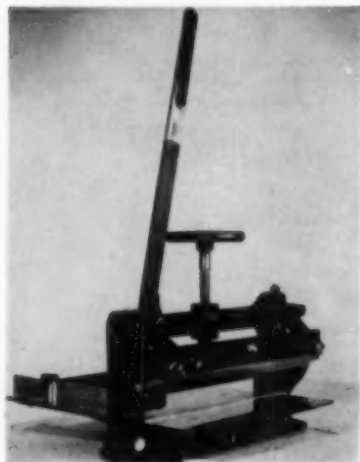
obtained with screened print copy preparation at low cost. A screened print is a photographic print of continuous tone copy reproduced in halftone dot form. Final result can be reproduced as line copy for letterpress or offset . . . without halftone negatives. Square halftones, silhouettes, combinations, dropouts and surprints can be prepared by Mask-O-Neg screened print process at substantial savings. Write to the above address for illustrated booklet and samples.



□ **COPYWRITERS** should be interested in a new book titled *Master List and Classification of Interjections* by Dr. Clyde Crobaugh of the University of Tennessee. Dr. Crobaugh explains his interjections as one of the best ways to express emotionalization. The book itself is an alphabetical listing of over 500 one-syllable expressions and their definitions. A second part of the book gives a composite classification of 50 interjectional situations. Price is \$1.00. You can order direct from Dr. Crobaugh at the College of Business, Rm. 126, University of Tenn., Knoxville.



□ **A NEW LOW-COST**, professional paper cutter for duplicating departments is being manufactured by Michael Lith, Inc., 145 W. 45th St., New York 36, N. Y. Engineered along lines of larger machines, the new cutter will handle jobs up to 14" wide and takes a 2" capacity.



Other features of the manually operated cutter are hollow ground blade, balanced lever, automatic safety latch, adjustable back gauge, etc. It sells for \$198, F. O. B., N. Y.

□ **HARRY VOLK ART STUDIO**, Pleasantville, N. J., stock art firm, now issues a monthly tone art service, adding to his present line of line art clip books. The new service will offer a monthly sup-



ply of wash, tempera, casein and other forms of illustrations. Subjects are produced on 8"x10" drawing board, ready for screening by subscribers. Volk's address is 22 W. Verona Ave., Pleasantville, N. J.



□ **QUESTION:** "Do commemorative stamp promotions produce better results than ordinary postage?" That's a question which was discussed at great length at conventions and meetings years ago. It seems to be popping back into prominence. We're wondering if any *Reporter* readers have made recent tests . . . using commemorative stamps as a tie-in with special promotions built around them. If so, shoot us the results . . . might make an interesting study.



□ **THE WILLIAM FEATHER COMPANY** has started laying the foundation for their new massive plant which will be completed this year at 9900 Clinton Rd., Cleveland, Ohio. January issue of the famous *William Feather Magazine* (their syndicated h.m. presented the architect's full color conception of the finished building. Beautiful. Inside front cover showed a photograph of the actual work in progress. Caption pointed out: "This is a dreary sight, but watch us grow on this page in succeeding monthly installments."



□ **IRVING LEVY** of Irving Levy Promotions, 415 Lexington Ave., New York 17, N. Y. uses a good format for presenting testimonials for his publication *Advertising Ideas*. Eleven testimonial letterheads are reduced and printed in a row on a long strip. Outstanding lines

praising *Advertising Ideas* are blown up and superimposed over the miniature letters. Bold heading at the top of the row reads "QUOTE" . . . at the bottom, "UNQUOTE". This testimonial format makes a swell insert for Irving's convincing subscription letter.



□ **WRITE TO ARCHER LABEL CO.**, 783 Kohler St., Los Angeles 21, Calif., and ask them to put you on the list to receive their h.m. *Archer Contact*. Contains a lot of label ideas and case histories. Fall number told how Western Empire Direct Advertising Co., San Francisco, sealed several hundred thousand bulky mailers with automatically-dispensed contact labels. While you're at it . . . you might also ask Archer for their new contact label catalog.



□ **ELMIRA GREETING CARD CO.**, Elmira, N. Y. is promoting their line of personalized stationery for premium offers with merchandising circulars, folders and other literature. Elmira imprints consumer stationery for 50¢ (includes 50 sheets, 25 envelopes) and handles complete promotion details . . . filling orders, coupons, etc. Their premium service includes cooperation on tests, list maintenance, and other extras.



□ **MACEY COLLATORS**, manufactured by the Macey Company of Cleveland, Ohio, will get added distribution via Pitney-Bowes, Inc., Stamford, Conn., and Harris-Seybold Co., Cleveland, Ohio. Macey machines will now be handled by Pitney-Bowes' nationwide sales and service organization of about 1,500 men, operating out of 250 sales and service



points. Since introduction of the machine in 1950, Harris-Seybold Co. has been sole distributor. Macey Co. is a wholly-owned subsidiary of Harris-Seybold.



# MEMO: GIFTS FROM THE FOUR CORNERS OF THE EARTH

Out on Frelinghuysen Avenue, 20 minutes from the heart of Newark, New Jersey, in a two story industrial building, is the headquarters of an international operation which is making big news in the mail order field.

From Nairobi, West Africa --- Delhi, India --- from primitive villages and cosmopolitan cities at distant corners of the globe, pour forth the wares of fine artisans for members of the Around-The-World Shoppers Club.

The Club has now been in operation about three years, and during that time has advertised using large space in Better Homes and Gardens, American Home, House Beautiful, Life, Look, Harpers and practically every important magazine --- plus the religious press, newspapers, Parade and This Week.

In addition, vast quantities of direct mail have been scheduled to the best available mail order lists. Members, therefore, represent top-quality mail order responsive individuals who have remitted cash with order for merchandise sight unseen.

Membership in the Club costs from \$5 for two months to \$22 per year. A free gift is offered for joining, and the items which come as a surprise package include: Ceramics from Copenhagen, silver plated pastry forks from England, crystal dinner bells from Belgium, vases of Jordan water from the Holy Lands, Delft lamps from Holland, etc., etc.

NOW --- for the first time --- Around-The-World Shoppers Club has decided to make its list of former members available for rental or exchange. The quantity runs 200,000 (1952-54) at \$20 per M addressed for one time use.

If you would like to test or run these names, please submit to this office for clearance a sample of the letter and the mailing date desired.

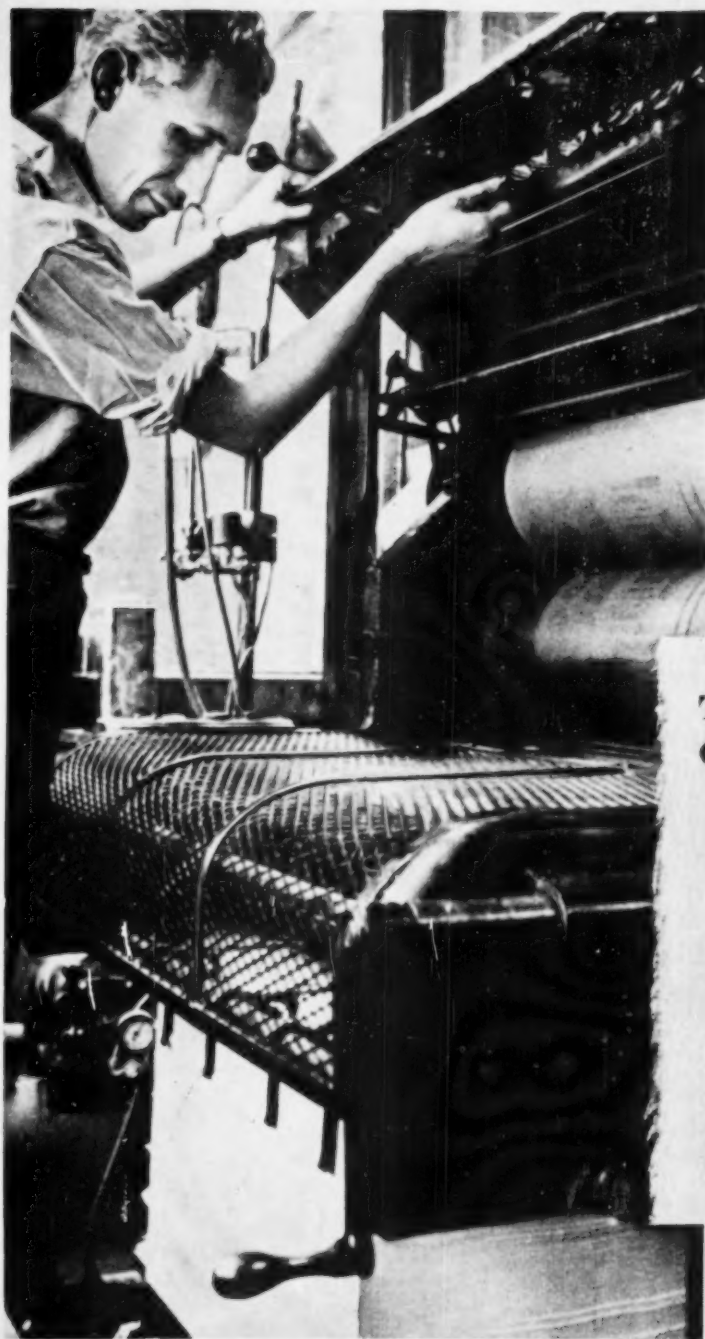
*Lewis Kleid*

What an expert in Direct Selling (and the biggest source of agent names) says:

"I have known Lewis Kleid for a great many years and am thoroughly familiar with his methods of operation. I have heard his name and reputation discussed by some of the largest mailers in the country ... on the basis of honesty, integrity and reputation, he is second to none."

WILLIAM STROH, JR.

Mailing Lists **Lewis Kleid Company** 25 West 45th Street, New York 36, N.Y. Judson 2-0830




# PAPER

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